

# 2014 CLARK Regional Aftermarket Meeting

**Houston, TX - 2/20/14 – 2/21/14**

**Las Vegas, NV - 2/24/14 – 2/25/14**

**Greensboro, NC - 3/3/14 – 3/4/14**

**Baltimore, MD - 3/6/14 – 3/7/14**

**Detroit, MI - 3/17/14 – 3/18/14**

# 2014 CLARK Regional Aftermarket Meeting

## WELCOME

- **Agenda – Day One**

**8 – 8:15am - Welcome/Agenda – Ric Nelson/Aftermarket Sales Manager**

**8:15 – 8:45am - Update on CLARK MHC – Bo Maslanyk**

**8:45 – 9:45am - MITCO Tires – Jonathan Blaylock**

**9:45 – 10:00am - BREAK**

**10:00 – 11:00am - Best Practice – How To Improve Stock to Breakdown Ratios – Ric Nelson**

**11:00 – 12:00am - Barnes Distribution – Lisa Fox & Lora Gerhardt**

**12:00 – 1:00pm - LUNCH**

**1:00 – 2:00pm - Best Practice – How To Maximize PM's – Ric Nelson**

**2:00 – 3:00pm - Flight Systems – Pam Jones**

**3:00 – 3:15 - BREAK**

**3:15 – 5:00pm - PartsPro PLUS – Glen Wood**

**6:00 – 8:00pm - DINNER**



# 2014 CLARK Regional Aftermarket Meeting

## WELCOME

- **Agenda – Day TWO**

**8:00 – 8:45am - Why CLARK? – Steve Welch**

**8:45 – 9:30am - TOTALIFT Programs Overview – Debi Mitchell & Ric Nelson**

**9:30 – 9:45am - BREAK**

**9:45 – 11:00am - Roundtable Discussion – Topics By Group**

**11:00 – 12:00pm - Closing/Drawings & Final Remarks – Bo Maslanyk & Ric Nelson**



## UPDATE ON CLARK MHC

**Bo Maslanyk**  
**VP Sales & Marketing**



# 2014 CLARK Regional Aftermarket Meeting

ONE COMPANY • ONE BRAND • ONE PURPOSE



**TOTALIFT**  
ALL PARTS. ALL LIFT TRUCKS.



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# 2014 CLARK Regional Aftermarket Meeting

## History

- 1917 – CLARK builds the Tructractor, the world's first internal combustion industrial truck.
- 1956 – CLARK introduces the Nested I-Beam upright.
- 1976 – The 500,000th truck is built.
- 1983 – CLARK designs and produces the first Safety Seat in the industry.
- 1997 – The 1,000,000th truck is built.
- 2003 – Young An Hat Company of Korea acquires CLARK Material Handling Company.
- 2012 – CLARK acquires Evergreen Electric Vehicles adding full line of electric burden carriers, people movers and golf cars.

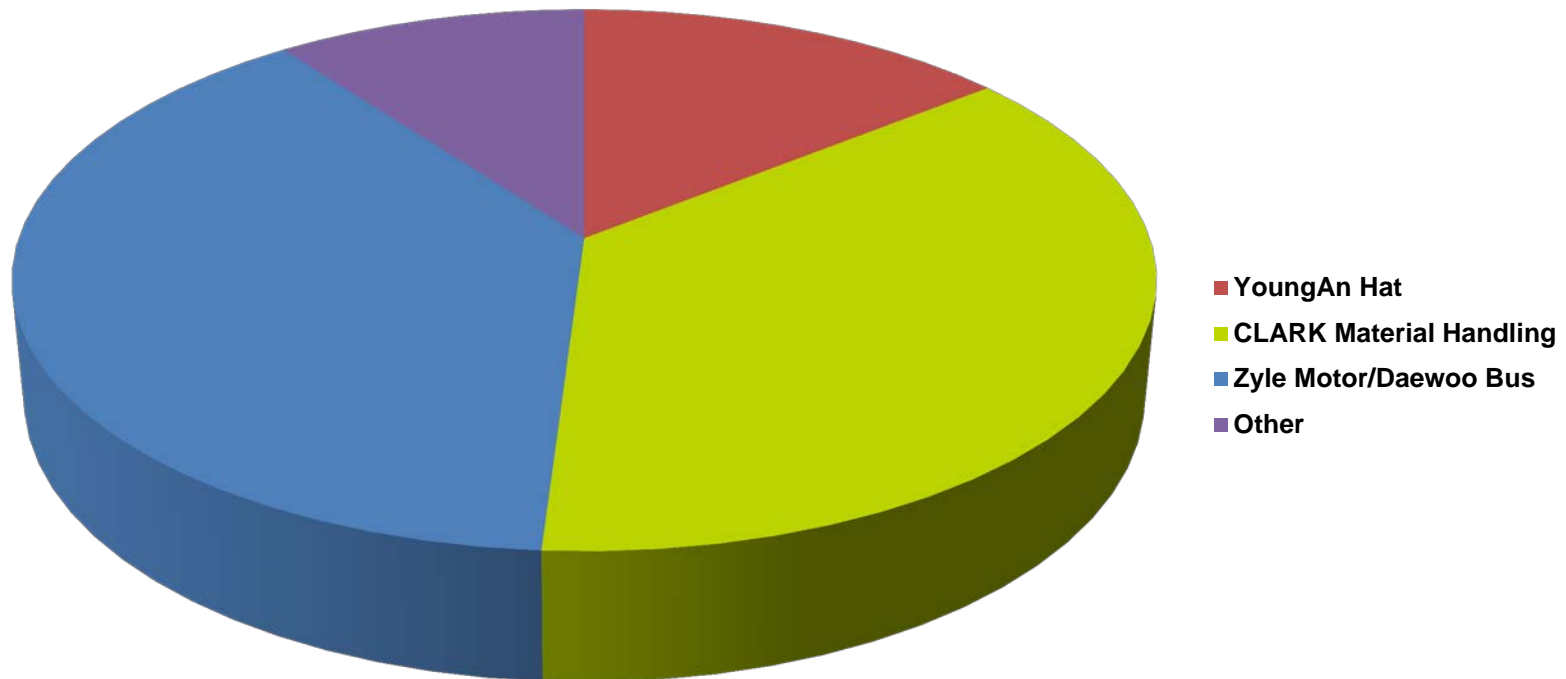


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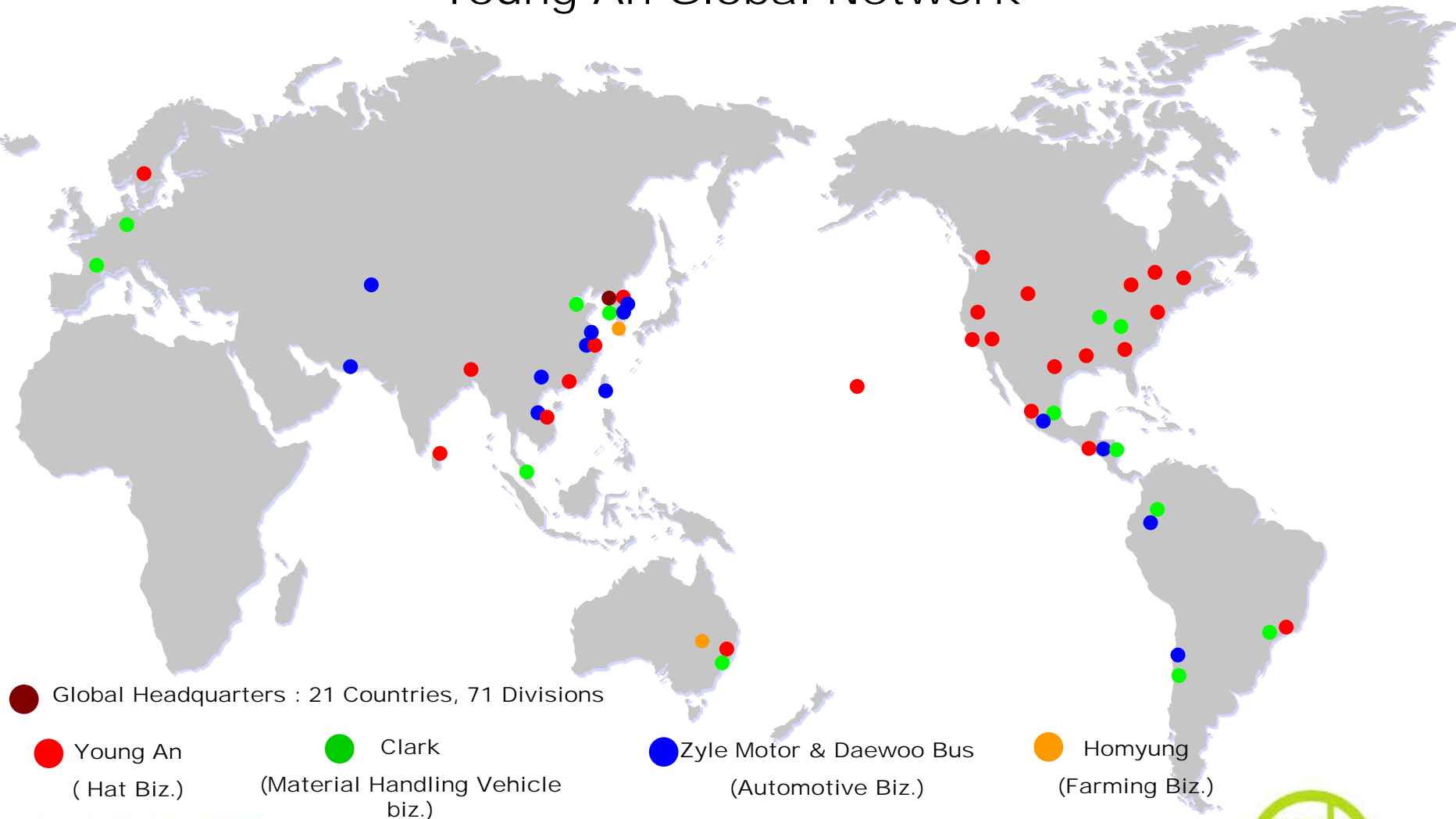
## YoungAn Family of Companies 2012 Revenues



75 Companies generating over \$2.4 Billion in Revenues with over 13,000 employees.

# 2014 CLARK Regional Aftermarket Meeting

## Young An Global Network



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## CLARK Today

- **Global Company**
  - Located on Seven Continents
  - In Over 100 Countries
  - Over 300 Dealers
  - Over 500 Locations Worldwide
- **Manufacturing**
  - Lexington, KY USA
  - San Luis Potosi, Mexico
  - Changwon City, South Korea
  - Qingdao, China



Lexington, KY USA



San Luis Potosi, Mexico



Changwon City, South Korea



Qingdao, China

# 2014 CLARK Regional Aftermarket Meeting

## CLARK International



# 2014 CLARK Regional Aftermarket Meeting

## Expanded Manufacturing Capacity

- **Parallel production capabilities**
  - Reduced lead time
  - Increased global capacity
- **Opened 11/11**
  - **Initial Production**
    - **C20/35 & C20C/32C**
  - **Additional models 2014**
    - **ECX**
    - **TMX**



# 2014 CLARK Regional Aftermarket Meeting

## CLARK's "Strongest" Asset — Our Dealer Network

- **Over 80 North American dealers**
- **Over 170 locations in North America**
- **Average dealer tenure of 20 years**
- **Committed to customer satisfaction**
- **Continuous dealer training programs**
- **Partnering with CLARK National Accounts**



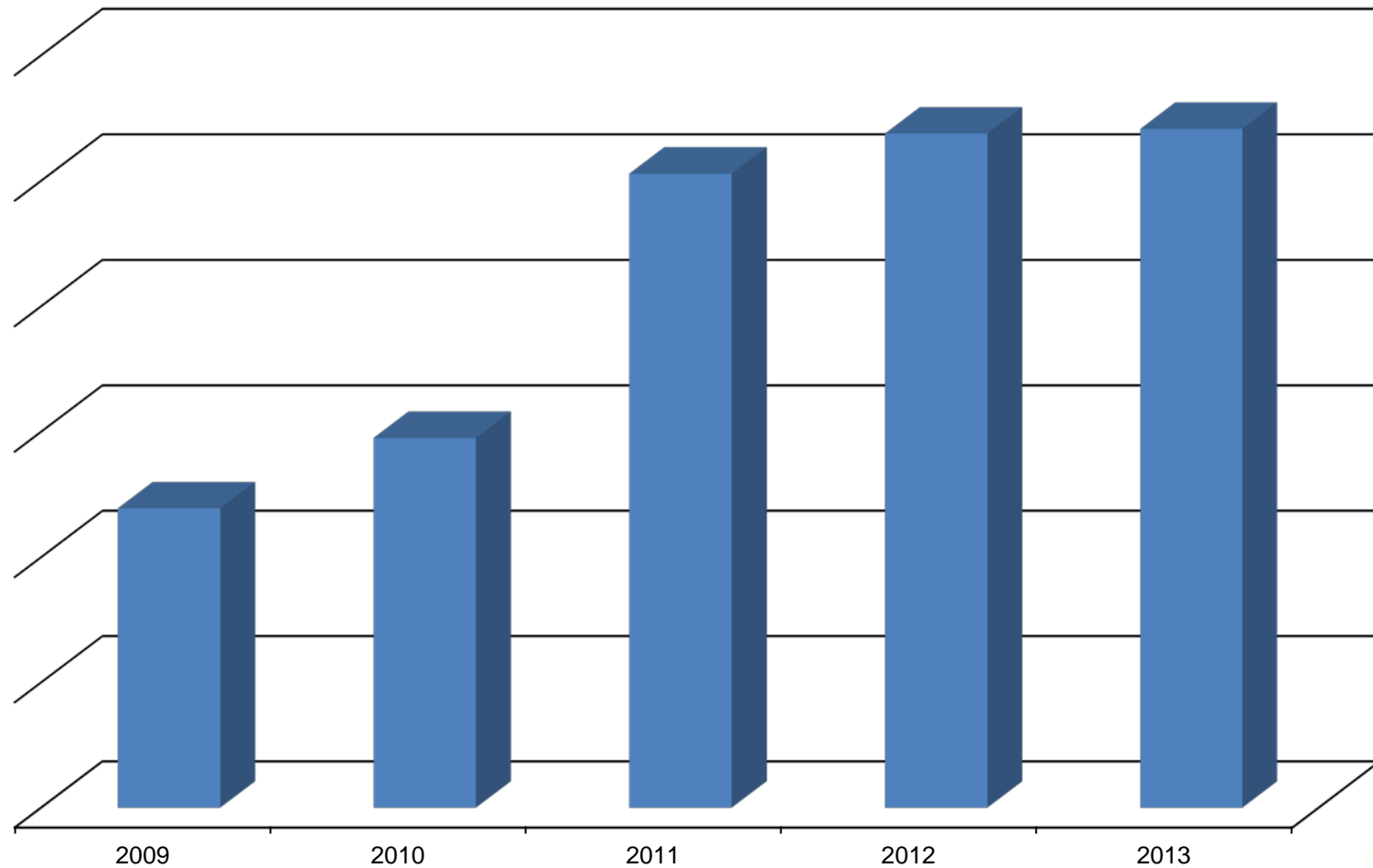


## NEW EQUIPMENT UPDATE



# 2014 CLARK Regional Aftermarket Meeting

## CLARK North America Machine Shipments



# 2014 CLARK Regional Aftermarket Meeting

## CLARK Full Line of Lift Trucks

### Class I

Sit Down Electrics

**Stand Up 3-Wheel 2500-5000 lbs.**

**Sit Down 3-Wheel 2500-5000 lbs.**

**Sit Down 4-Wheel 4000-6500 lbs.**

### Class II

Narrow Aisle Trucks

**Reach Trucks 3000-4500 lbs.**

**Order Selector 3000 lbs.**

**Turret Truck 3000 lbs.**

### Class III

Powered Pallet Trucks

**Walkie Powered Jacks 3000-4500 lbs.**

**Walkie/Rider Jacks 6000-8000 lbs.**

**Walkie Stackers 1500-4000 lbs.**

**Tow Tractor 7000-15,500 lbs.**

Electric Utility Vehicles

**Industrial Burden Carriers**

**Industrial People Movers**

### Class IV

I.C. Cushion Tire

**I.C. Cushion Tire 3000-15,500 lbs.**

### Class V

I.C. Pneumatic Tire

**I.C. Pneumatic Tire 3000-18,000 lbs.**

CLARK products cover 95% of the lift truck market.



# 2014 CLARK Regional Aftermarket Meeting

## New Product

- **GEX 40/45/50 (8,000/9,000/10,000 lbs)**
  - IC to A/C Conversion
  - Enclosed A/C Motors
  - Wet Disc Brakes
- **C40-55 Diesel Tier 4 Final (13,500-18,000 lbs)**
  - 3.6L Deutz Diesel Engine
  - Diesel Oxidation Catalyst, Exhaust Gas Recirculation
  - No Particulate Filter, Regeneration Cycles or UREA Additives



# 2014 CLARK Regional Aftermarket Meeting

## New Product

- **HWX/PWX Update (6,000/8,000 lbs)**
  - Enclosed 24V A/C Traction Motor & Controller
  - Entry/Exit Rollers
  - Electromagnetic Brake
- **WPX (4,500 lbs)**
  - Formed Steel Handle
  - 24V A/C Drive Motor
  - Wet Cell or AGM Batteries
- **WP (3,000 lbs)**
  - Formed Steel Handle
  - Electromagnetic Brake



# 2014 CLARK Regional Aftermarket Meeting

## New Product

- **Burden Carriers (FBX/CBX/TRX)**
  - Flatbed, Cargo Box and Transport Configurations
  - A/C Drive Motor
  - On-Board Charger
  - Mechanical Rear Disc Brakes



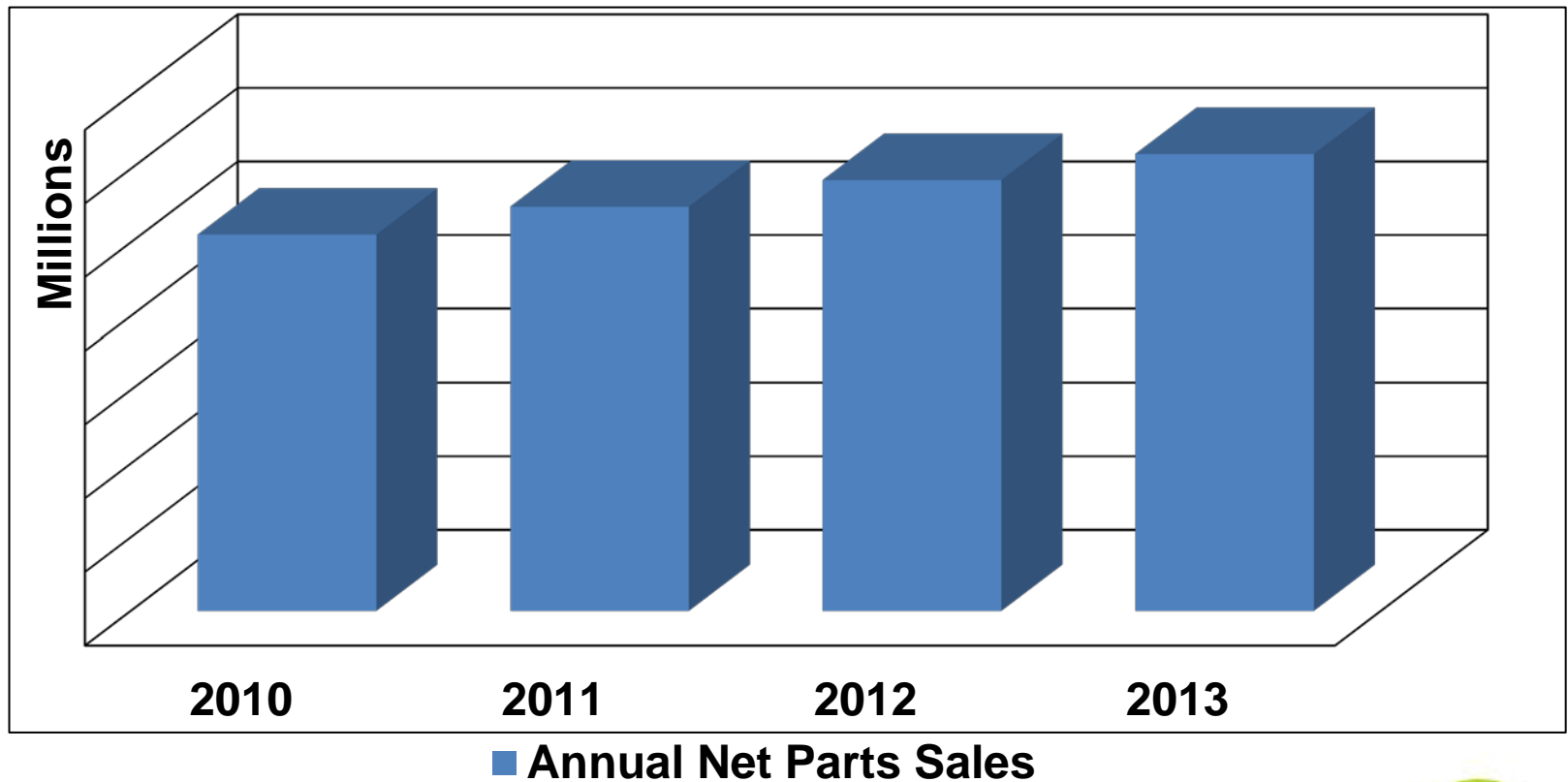
## PARTS UPDATE



# 2014 CLARK Regional Aftermarket Meeting

Parts Sales 2010 – 2013

## Annual Net Parts Sales





# 2014 CLARK Regional Aftermarket Meeting

## CLARK Parts Distribution Center – Louisville, KY

- **50,000+ Items in stock**
- **Facility Location**
  - **10 miles from UPS World Port**
  - **1-hour cycle time from CLARK dock to UPS plane**
- **Hours of Operation**
  - **8:30 a.m. – 8:30 p.m.**
  - **Orders placed before 7:30 Eastern Time for Same Day Shipment**



# 2014 CLARK Regional Aftermarket Meeting

## 2014 CLARK Meetings & Sales Training

- **Regional Parts Meetings**
  - **South Region – Houston, TX 2/20 – 2/21**
  - **West Region – Las Vegas, NV 2/24 – 2/25**
  - **Southeast Region – Greensboro, NC 3/3 – 3/4**
  - **East Region – Baltimore, MD 3/6 – 3/7**
  - **North Region – Detroit, MI 3/17 – 3/18**



## MARKETING UPDATE

# 2014 CLARK Regional Aftermarket Meeting

## New Clark Brand Marketing

- **Literature**
  - **GEX 40/50**
  - **C40-55 Deutz Updated**
  - **HWX/PWX**
  - **WPX/WP**
  - **Burden Carriers**



# 2014 CLARK Regional Aftermarket Meeting

## Company Store New Products



- Metal Can Oil Koozie
- Soft Shell Jacket
- Plaid Dress Shirt
- Trutractor Tee
- Long Sleeve Trutractor Tee

<http://clarkmhshop.com>



# CLARK PHILANTHROPY

# 2014 CLARK Regional Aftermarket Meeting

## Core Values

- Give back to the community
- Global business success comes from letting individual local business operate within their own culture
- High moral compass
- Build long term relationships
- Long term growth philosophy



# 2014 CLARK Regional Aftermarket Meeting

## Raising Hope Champions Program

- 42 Units ordered
- 30 Dealers Participated
- 21 Champions \*\$750.00
- \$20,800 Dealer Donations
- \$12,000 CLARK Match
- \$32,800 Total





# 2014 CLARK Regional Aftermarket Meeting

## Raising Hope Champions Program



Overwhelming Positive Feedback From Dealers!

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ALL PARTS. ALL LIFT TRUCKS.



# 2014 CLARK Regional Aftermarket Meeting

## Summary

- **CLARK continues to grow, expand and prosper globally**
- **New products continue to be introduced**
- **CLARK aftermarket & Totalift offerings continue to expand and sales continue to grow**
- **Advancements in Order Entry & Parts Web Ordering technology will enable your dealership to work with CLARK more efficiently and accurately**
- **We continue to focus on being a good business partner to our dealers and our customers**

**"Win with CLARK!"**



# 2014 CLARK Regional Aftermarket Meeting



- ONE COMPANY
- ONE BRAND
- ONE PURPOSE

# 2014 CLARK Regional Aftermarket Meeting





# 2014 CLARK Regional Aftermarket Meeting

**TENNESSEE  
MANUFACTURING  
& DISTRIBUTION  
CENTER  
CHATTANOOGA**

**HOME OFFICE**



# 2014 CLARK Regional Aftermarket Meeting

**CALIFORNIA  
WAREHOUSE  
SANTA FE  
SPRINGS**



**PENNSYLVANIA  
WAREHOUSE  
PHILADELPHIA**

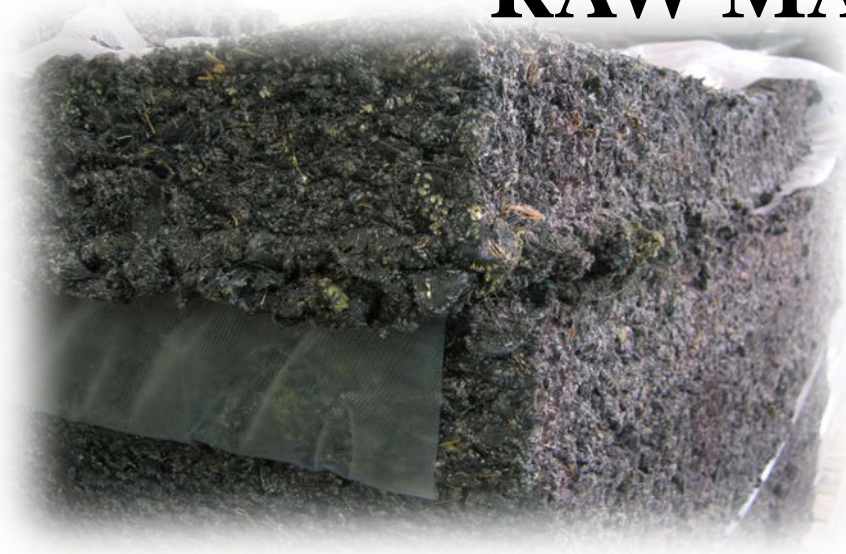




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## RAW MATERIALS



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**MITCO IS AN  
ORIGINAL EQUIPMENT  
MANUFACTURER SUPPLIER**





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## SUPER SOLIDS PRESS ON



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## WE MAINTAIN A 99% FILL RATE



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**RETAIN CUSTOMERS  
WITH  
SERVICE**



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## SOLID SOLVERS



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**MITCO  
OFFERS:**

**Super Solid Press On's**



**Wide Choice of Skid Steer  
Tires**



**Common sizes used in  
Agricultural Applications**



**Polyurethane Press On's**



**General Service Solids**

**Solid Solvers**



**Complete Line of Wheels  
& Rims**



**Complete Line of  
Industrial Pneumatics**



**Premium Radial  
Industrial Pneumatics**



**Rubber Tracks *AND  
MORE...***



# 2014 CLARK Regional Aftermarket Meeting

## WIDE TRACK PRESS ON



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## GENERAL SERVICE SOLIDS



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# 2014 CLARK Regional Aftermarket Meeting

## AIR PNEUMATICS



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# 2014 CLARK Regional Aftermarket Meeting

## X-FLEX



**MONSTER SKID  
STEER**



**LUG**



**MONSTER INDUSTRIAL**

# 2014 CLARK Regional Aftermarket Meeting

## SKID STEER TIRES



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S I N C E 1 9 5 3



# 2014 CLARK Regional Aftermarket Meeting

## RUBBER TRACKS



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# 2014 CLARK Regional Aftermarket Meeting

## POLYURETHANES



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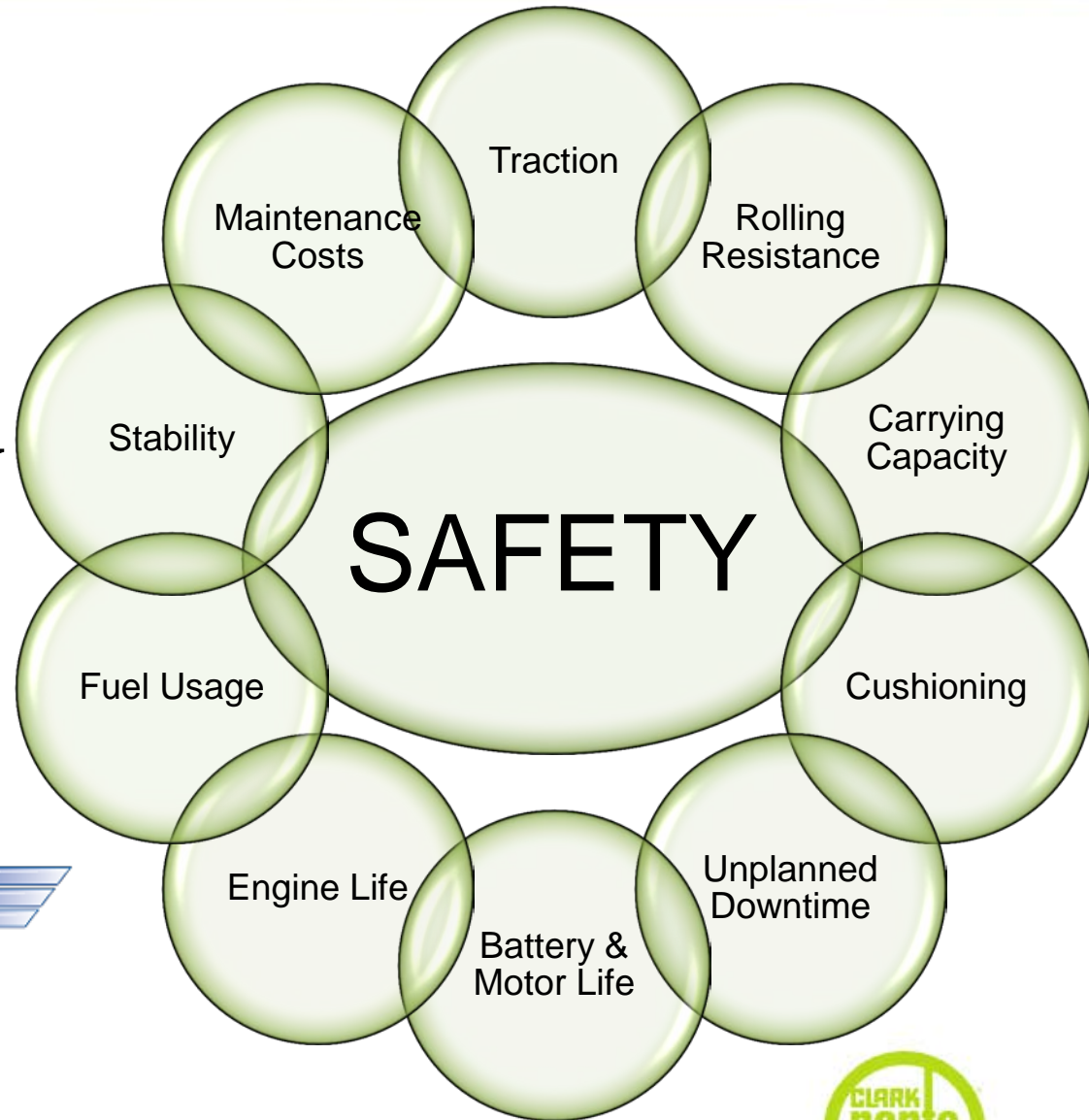


# 2014 CLARK Regional Aftermarket Meeting

## TIRES DIRECTLY & DRAMTICALLY EFFECT:



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# 2014 CLARK Regional Aftermarket Meeting

## WHEELS & HUBS



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**WEST  
COAST  
STEVE  
EPPA**  
(208)870-7943

**MID  
WEST  
RONNIE  
HICKS**  
(423)593-8554

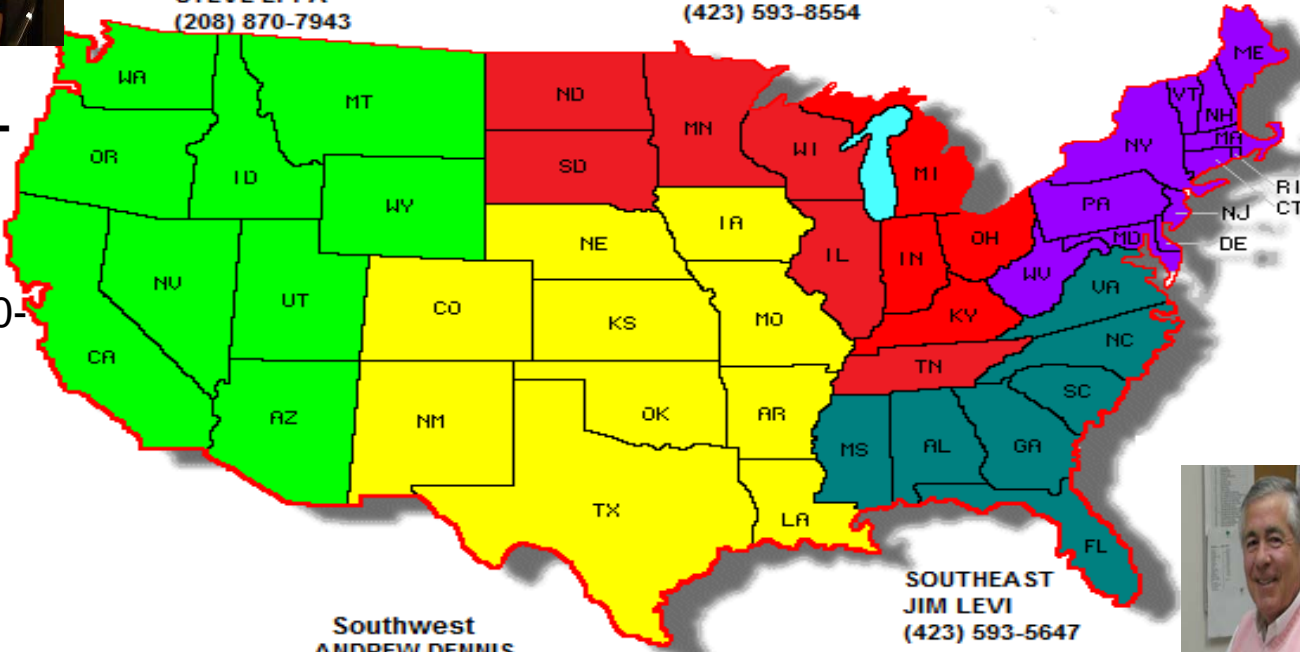


**MIDWEST  
RONNIE HICKS**  
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**NORTH  
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SR.**  
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**Southwest  
ANDREW DENNIS**  
(423) 414-8215



**SOUTHWEST  
ST  
ANDREW  
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JIM LEVI**  
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**SOUTHEAST  
JIM LEVI**  
(423)593-5647

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# 2014 CLARK Regional Aftermarket Meeting



## TENNESSEE PRESSING TEAM



## PENNSYLVANIA PRESSING TEAM



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**BREAK**  
**9:45 – 10:00**

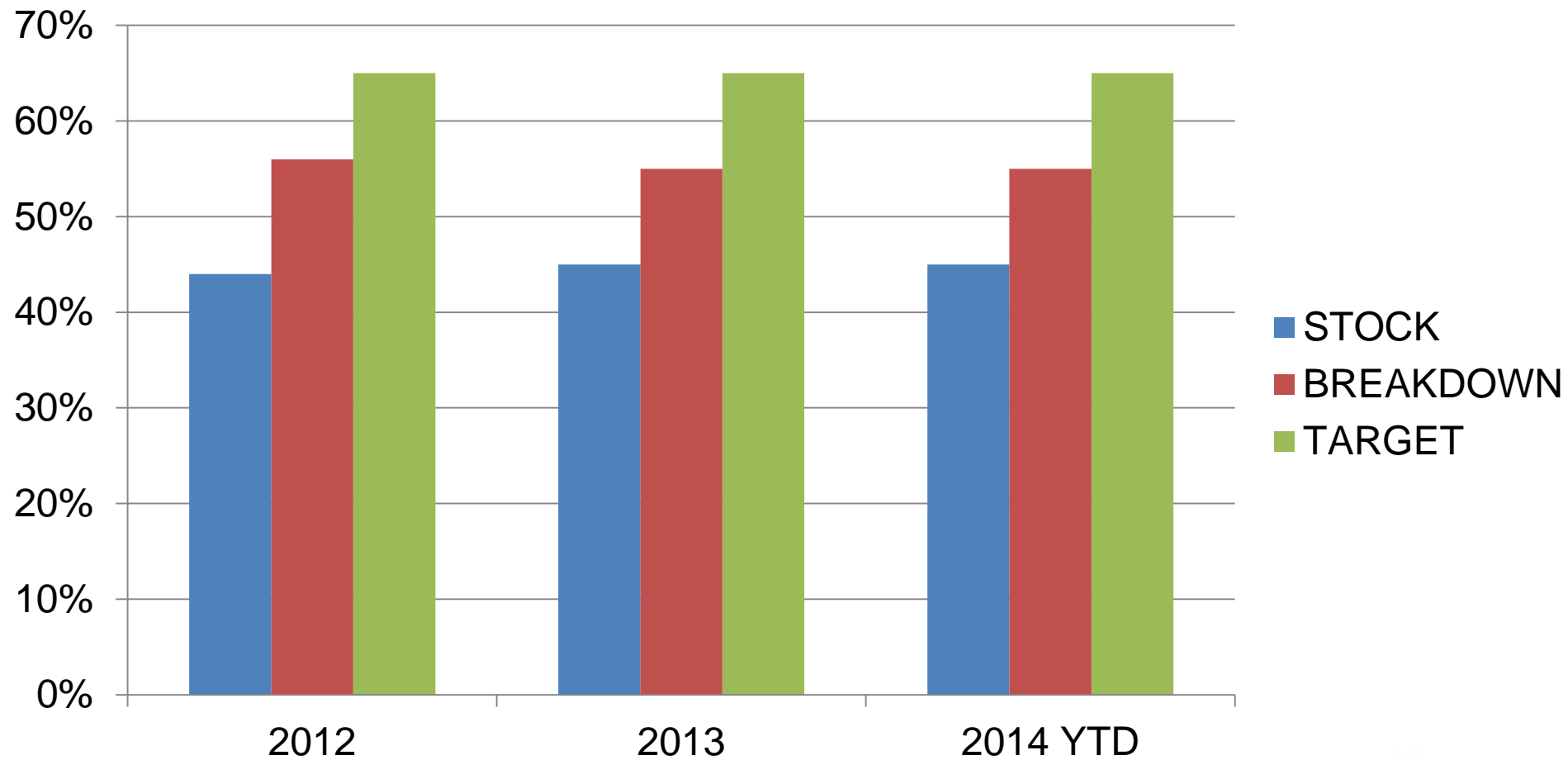
## **BEST PRACTICE DISCUSSION**

### **How to Improve Stock – Breakdown Ratios**

Ric Nelson  
Aftermarket Sales Manager

# 2014 CLARK Regional Aftermarket Meeting

What are the current calculations?





# 2014 CLARK Regional Aftermarket Meeting

## Stock – Breakdown Ratios

- Are your stocking perimeters set at the proper levels?
- Is your business system able to adjust to changes in demands?
- Do you equate and measure your % of first trip completion? How do you achieve this?

# 2014 CLARK Regional Aftermarket Meeting

## Stock – Breakdown Ratios

- Are you reviewing CLARK reports that are at your disposal?
- How have the directives from dealer principals changed?
- Are we measuring using a mentality that does not match current times and trends?

# 2014 CLARK Regional Aftermarket Meeting

## Barnes Distribution

**Lisa Fox – National Account Manager**

**Lora Gerhardt – Strategic Account  
Executive**



# Barnes Distribution

**The  
Small  
Parts  
|Specialists|**



*Serving Material Handling Operations for Over 75 Years*

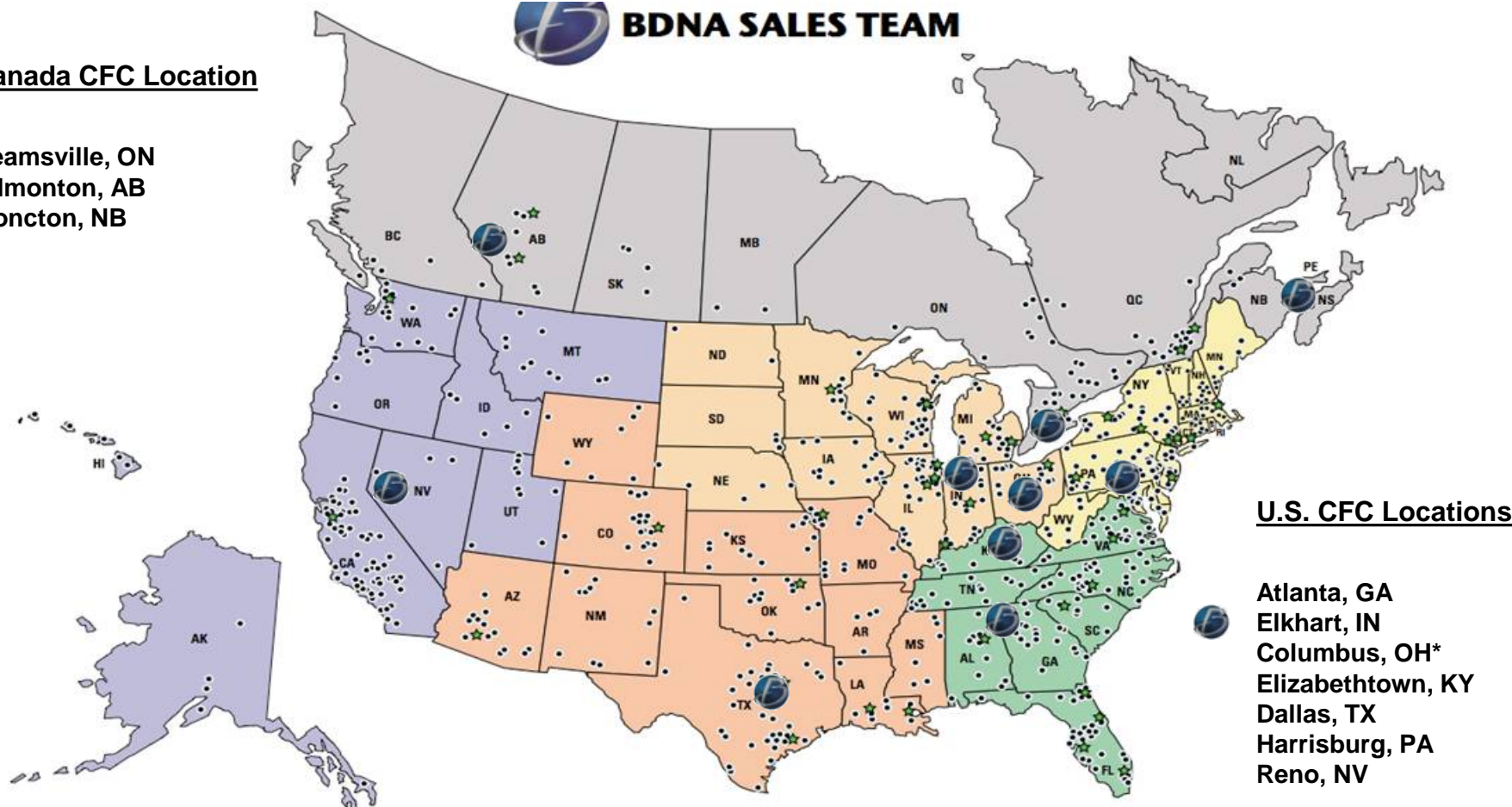


# North American Sales & Service Network

## Canada CFC Location

Beamsville, ON  
Edmonton, AB  
Moncton, NB

 **BDNA SALES TEAM**



On-Site Sales & Service Professionals

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# Barnes Distribution Overview

**Serving the MRO Market for Over 75 years**

**North American Industrial Supplies Distributor**

**North American Service Coverage**

**On-Site Vendor Managed Inventory Specialists**

**Inventory Cost Reduction Expertise**

**On-line Ordering, ERP & Vending Integrations**

**Bowman, Curtis, KAR & Mechanic's Choice Legacy**

**MSC Acquires Barnes Distribution in April 2013**

**BD Now a Business of MSC Industrial Supply Co.**



**Premier Distributor of 600,000+ Metalworking and MRO**

**Supplies to 300,000+ Customers**

**Unmatched Technical Expertise & Customer Service**

**Industry Leading Product Availability & Delivery**

**Our mission is to be the best Industrial Distributor in the world, as measured by our associates, customers, owners and suppliers.**



# The Barnes System: Products

**Over 250,000 High Quality Maintenance Items Available!**



Fasteners

Hose & Fittings

Tooling & Abrasives

Electrical Connectors

Chemicals

Maintenance & Shop

Supplies

Safety Supplies

Vehicle Hardware

Security Products

Material Handling Hardware



# Barnes Distribution Quality



SGS International Certification Services, Inc.

This Certificate is issued by SGS International Certification Services, Inc.

Certificate Number: US98/1297

This is to certify that the Quality Management Systems of:

## **BARNES DISTRIBUTION**

**DBA: Bowman Distribution, Curtis Industries, and Mechanics Choice**

1301 East 9<sup>th</sup> Street  
Cleveland, OH 44114

875 W. Park Drive  
Elizabethtown, KY 42701

366 Peach Ind. Park  
Shelbyville, KY 40065

6180 Valley View  
Buena Park, CA 90620

12755 Moya Road  
Stead, NV 89506

1111 Great Southwest  
Arlington, TX 76011

873 W. Park Drive  
Elizabethtown, KY 42701

220 Meadow Street  
Edison, NJ 08817

267 N. Rivermede Road  
Concord, Canada L4K 3N7

have been assessed and registered as meeting the requirements of ISO 9002 / ANSI/ASQC Q9002: 1994.

### Scope of Assessment:

**North American Operations providing Maintenance, Repair, and Operating Supplies and Value-Added Services to Industrial and Transportation Markets.**

Authorized by:

*[Signature]*  
Director

For:  
SGS International Certification Services, Inc.  
Meadows Office Complex  
201 Route 17 North  
Rutherford, New Jersey 07070

Issue No.: 7, December 2002  
(Registered with SGS ICS since March 1998)  
Valid through December 13, 2003



The SGS ICS certification mark indicates satisfactory assessment of the applicable Quality Management Systems of the holder by SGS ICS in accordance with the indicated standard, ANSI-RAB accreditation, the SGS ICS Codes of Practice, and the scope of assessment. This certificate remains the property of SGS ICS to whom it must be returned upon request.



Member of the SGS Group (Société Générale de Surveillance)

B 1436

**Quality assurance inspection & certification**  
**Organization is ISO 9002 certified**  
**Industry's best warranty with parts & labor provisions (18 Months)**

**Barnes Distribution BARNES GROUP INC WARRANTY**

All parts and accessories supplied by Barnes Distribution, Barnes Group Inc. are warranted against defects in material or workmanship. This warranty provides reimbursement to our customers for:

1. the cost of the part required to replace the defective part, and
2. the labor required to replace the defective part, based on the prevailing labor rate.

Our obligation is limited to any part which, upon examination by our Quality Assurance Department, proves to have been defective within a period of 18 months after purchase. Parts which have been altered or modified, improperly installed, or which have failed due to abuse or inadequate maintenance after installation or which were damaged due to malfunction of other parts not supplied by Barnes Distribution are not covered by this warranty.

All claims of labor must be supported by an itemized repair order covering replacement of the defective part. All parts involved in the warranty transaction along with supporting repair orders must be sent, through our sales representative, to the Quality Assurance Department in our Headquarters Office in Cleveland, Ohio.

**THIS WARRANTY IS IN LIEU OF ANY OTHER WARRANTY, EXPRESS OR IMPLIED, INCLUDING ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE AND WE NEITHER ASSUME, NOR AUTHORIZE ANY PERSON TO ASSUME FOR US, ANY OTHER LIABILITY IN CONNECTION WITH THE SALE OF OUR PRODUCTS. WE SHALL NOT BE LIABLE FOR CONSEQUENTIAL COMMERCIAL DAMAGES RESULTING FROM BREACH OF THIS WARRANTY.**

This warranty is extended to:

(Customer's Name) (Customer's Address) (City and State)

(Account Number) (Effective Date)

S-511 Revised 06/02





# Parker Program Expertise

## National Program Features:

- 8 National Distribution Centers
- On-Site Hydraulic Training
- Flexible Ordering Options
- Bar-Coded Bin Labels for all Products
- Customer Cross Reference Available on Bin Labels, Packing Lists & Invoices
- Customized Service
- Purchasing History Reports



# Hydraulics on Service Vehicles



# Point of Repair Hydraulics Kit



## Point of Repair Mobile Hydraulic Assortment for Clark Fork Lift

Repair Hose Assemblies on Your Mobile Van Fleet

SERVICE VEHICLE KIT:  
PP-00474

**TOTALIFT**

Barnes Part No.	Description	Qty
471TC-4-BX	50' Hose, -4	1
471TC-6-BX	50' Hose, -6	2
471TC-8-BX	50' Hose, -8	2
KP81288	Male JIC Hose Fitting, -6-6	8
KP81289	Male JIC Hose Fitting, -8-6	8
KP81300	Female JIC Hose Fitting, -4-4	8
KP81302	90° Elbow, Female JIC, -6-4	8
KP81305	Female JIC Hose Fitting, -6-6	12
KP81306	Female JIC Hose Fitting, -8-6	12
KP81307	Female JIC Hose Fitting, -8-8	12
KP81320	90° Elbow, Female JIC, -4-4	8
KP81322	90° Elbow, Female JIC, -6-6	12
P00180	Bulkhead Elbow Adapter Male JIC, -6	5
PT-00214	Union Adapter, Male JIC, -8-6	5
C27063	Over/Under Utility Box	1



### ADDITIONAL EQUIPMENT (FOR USE WITH SERVICE KIT)

Barnes Part No.	Description	Unit
PP-00099	Parker KarryKrimp (Crimp Machine)	1
KP46758	Crimper Power Unit (Air/Hydraulic)	1
KP81461	Crimp Dies	1
KP81462	Crimp Dies	1
KP81463	Crimp Dies	1



Put Barnes **BLUE** to work for you.<sup>SM</sup>

www.BarnesDistribution.com

866-GET-MROP  
5/13

The kit is sold for \$1750 each  
and includes:

- A Parker KarryKrimp-1 crimp machine
- Power source – Crimper Power Unit – Air/Hydraulic
- 3 crimper dies
- 250' of hose: 50' Hose, size -4, 1 box, 100' Hose, -6, 2 boxes, 100' Hose, -8, 2 boxes
- 150 fittings - Male JIC Hose Fittings, Female JIC Hose Fittings, 90° Elbow, and Union Adapters
- Portable storage box for dies and fittings

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ALL PARTS. ALL LIFT TRUCKS.

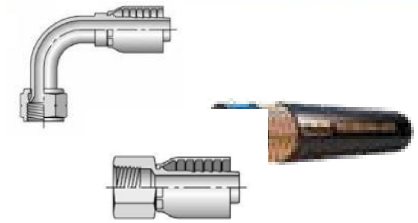
The kit pays for itself in 4-5 months!





# Hydraulics Profitability Example

Service	Competitor	Barnes
Assembled Hose Total	\$56.53	\$35.22
3/8 Mast Hose 10'		\$27.60
3/8 Fem JIC Swiv		\$3.99
3/8 Male Straight Fitting		\$3.63
Commute (1 hour round trip)		
Fuel	\$11.22	\$0.00
Compensation (.50 per ft Spiff)	\$23.12	\$5.00
Trip Time Billed Customer 1Hr	\$90.00	\$0.00
Additional Downtime of Truck	1.5 HR	
Loss of Additional Customer visit	1 Per Day	
Quality of Hose	?	
Job Satisfaction	?	
<b>Total Cost</b>	<b>\$90.87</b>	<b>\$40.22</b>
Customer Billing	\$199.99	\$199.99
<b>Profit</b>	<b>\$109.12</b>	<b>\$159.77</b>





# Crimper Program Details

Barnes will lease the crimpers to the Dealers  
No long-term equipment purchase

Parker and Barnes will do on-site training for techs

Bins are provided at no charge for replacement fittings  
in the Parts department for hydraulics

If you already use another brand of crimper:  
Barnes and Parker will buy back your existing  
inventory for a credit



# Small Parts for In the Field



**Barnes**  
DISTRIBUTION  
A business of MSC Industrial Supply Co.

## SERVICE SCOUT ASSORTMENT

### BE PREPARED with the New SERVICE SCOUT ASSORTMENT!



Maximize your service van productivity by making sure your service technicians have the essential hardware parts they need when making a service call. This kit is custom designed with essential hardware items exclusively for CLARK DEALERS!

**Introductory Kit Offer**  
**\$375.00**

**KIT DIMENSIONS:**  
20.5" wide x 21" high x 12.5" deep

**THE SERVICE SCOUT HARDWARE KIT CONTAINS:**  
(5,570 pieces per kit)

- **Grade 8 Hex Head Cap Screws, Nuts & Flat Washers:** 1/4", 5/16", 3/8"; total of 15 items - 975 pieces
- **Cotter Pins:** 3/64"-5/32"; total of 20 items - 2,250 pieces
- **Metric 10.9 Hex Head Cap Screws, Nuts, Flat Washers:** 24 items - 1,185 pieces
- **Nylon Crimp Wire Terminals:** 12-10 through 22-16 gauge; total 31 items - 710 pieces
- **UV Black Cable Ties:** 5 items - 450 pieces
- **5 Drawer Stainless Steel Receiver Cabinet with Locking Door**
- **Easy Installation pre-drilled mounting holes**

**TOTALIFT**  
**HOW TO ORDER:**  
Please contact your Barnes Distribution Representative to place an order.

Put Barnes **BLUE** to work for you.<sup>SM</sup>

[www.BarnesDistribution.com](http://www.BarnesDistribution.com) 866-GET-MROP  
5/13

**Grade 8 Hex Head Cap Screws, Nuts & Flat Washers - 975 pieces**  
**Cotter Pins - 2,250 pieces**

**Metric 10.9 Hex Head Cap Screws, Nuts, Flat Washers - 1,185 pieces**

**Nylon Crimp Wire Terminals- 710 pieces**

**UV Black Cable Ties: - 450 pieces**

**5 Drawer Stainless Steel Receiver Cabinet**



# Before Barnes Service



# Our Service in Action!





# 2014 CLARK Regional Aftermarket Meeting

## TOTALIFT/ Barnes Partnership Benefits

- High quality parts at competitive pricing
- Profitable hydraulic program eliminating technicians sourcing hose in the field
- On-site training included for all technicians
- No freight, handling or service charges
- Invoices will come through Clark
- Bins will be provided at no charge
- Vendor consolidation
- Credit counts towards annual returns
- Barnes program counts toward dealer's marketing plan



# 2014 CLARK Regional Aftermarket Meeting



**TOTALIFT**  
ALL PARTS. ALL LIFT TRUCKS.

Confidential, proprietary and trade secret information of CLARK Material Handling Co. Do not copy or disclose to anyone.



# 2014 CLARK Regional Aftermarket Meeting

LUNCH  
12:00 – 1:00



## **BEST PRACTICE DISCUSSION** **How To Maximize PM Service**

Ric Nelson

Aftermarket Sales Manager



# 2014 CLARK Regional Aftermarket Meeting

A Basic look at the “Normal” PM

- Technician is dispatched to perform PM service at customers location
- Technician normally checks truck quickly knowing it is a flat rate job
- Technician hopefully notes needed repairs and reviews with customer
- Customer gives approval or declines additional repairs
- If additional repairs are authorized technician normally has to make second trip for needed parts

# 2014 CLARK Regional Aftermarket Meeting

What are the downfalls of the “Normal” PM?

- Customer has to take truck out of service again for second repair
- Customer complains about extra travel time and labor to retrieve needed parts
- Parts may have to be ordered incurring freight expense
- Customer complains about freight charge
- Customer is issued credit for freight and you absorb the cost
- **You missed the opportunity to sell more parts and labor while you already had the customers truck in a serviceable situation**

# 2014 CLARK Regional Aftermarket Meeting

## A look at a more Profitable PM Service

- Develop a list of all needed customer information for your technician
- Secure information in a manner that will survive in a service van
- Order basic repair parts (based on each customer) and stock them on your service vans
- Discuss the process with your technicians and stress the point that you are giving them the tools to offer value to their customer – Getting them to buy in is critical
- Possible dealer paid incentives for most productive technician
- More satisfied customers
- More satisfied technicians
- More parts sales
- **More potential incentives back to your dealership from CLARK!!**



# 2014 CLARK Regional Aftermarket Meeting

## Flight Systems Industrial Products

**Pam Jones**  
**Director of Sales & Marketing**





# 2014 CLARK Regional Aftermarket Meeting



## **Flight Systems Industrial Products (FSIP)**

*Setting the Standard for over 45 Years*



# Our Alliances

Flight Systems Industrial Products is the exclusive Certified Service Center authorized to remanufacture out-of-warranty Curtis controllers. No other company has the advanced technical competencies that meet or exceed exacting Curtis standards and factory specifications. FSIP also offers new Curtis controls & handsets.



FSIP is the exclusive remanufacturer of Kollmorgen drives and controls for the electric fork lift truck market. Kollmorgen is most widely recognized under the company's previous branding of Danaher Motion, as a supplier of drives and controls to OEMs of electric fork lift trucks.

Flight Systems Industrial Products is the exclusive authorized remanufacturer for Sevcon electric motor control systems in the United States. This partnership provides the market with an alternative to new, while maintaining the integrity of the control.



FSIP is the exclusive North American remanufacturing facility for Navitas Vehicle Systems Inc. Through this joint venture, FSIP supplies the aftermarket industry with certified remanufactured NVS Electric Vehicle Control Systems.



# FSIP Remanufactures...

- Motor Controllers
- Electronic Boards
- Dash Displays
- Joysticks
- Battery Chargers



# We Offer....

- **Remanufacture (RP)** - Unit is shipped to FSIP, remanufactured and returned in 3-5 days
- **Rebuilt Exchange (RX)** - Unit is purchased from our rebuilt stock, your rebuildable core returned to FSIP and your account is credited the core amount



## Warranty

FSIP warrants their products to be free from defects in workmanship and materials and operate within original specification for a period of 1 YEAR from the date of shipment.

## Reman Extra

To enhance your warranty this covers up to \$100 of your travel or labor cost if component must be remanufactured or replaced within the 1 year standard warranty period.



# Reman versus Repair

REMAN	<input checked="" type="checkbox"/>	Replace Broken Components	<input checked="" type="checkbox"/>	REPAIR
	<input checked="" type="checkbox"/>	Replace Compromised Stressed Components	<input type="checkbox"/>	
	<input checked="" type="checkbox"/>	Components Upgraded To The Latest Specifications	<input type="checkbox"/>	
	<input checked="" type="checkbox"/>	Load Tested To Ensure Quality	<input type="checkbox"/>	

# New Website

## Flight Systems Industrial Products



Remanufactured Controls. New Controls. Battery Chargers. Test Equipment & More

[Home](#) ▾ [Products & Services](#) ▾ [OEM Alliances](#) ▾ [Online Catalog](#) [Support](#) ▾ [Customer Service](#) ▾ [Forms](#) [Contact](#)

### Welcome to FSIP

FSIP provides new and remanufactured electronic products, along with legacy manufacturing, used on electric and gas powered vehicle. Platforms include industrial trucks, golf carts, scrubber-sweepers, mining cars, electric boats, go-karts and ground support equipment.

Over 45 years of experience and alliances with many of the leading electronics and vehicle manufacturers allow FSIP to provide superior and reliable products.



Hyster • Yale • Crown • Clark • Toyota • Nissan • JLG • Mitsubishi Caterpillar  
Raymond • Komatsu • Yamaha • Club Car • E-Z-GO • Tennant • Nilfisk-Advance

### Now Available!

New Curtis Handheld  
Programmer Model  
1313 Kit



[Click Here For More Info](#)

### Sign Up Now!

3 Day Training Class  
for Forklift Service  
Technicians



[Click Here For More Info](#)

### Did You Know?

We Offer  
Remanufactured  
Battery Chargers



[Click Here For More Info](#)

1015 Harrisburg Pike Carlisle, PA 17013 • Toll Free Phone: 1-800-333-1194 • Fax: 717-254-3777



**TOTALIFT**  
ALL PARTS. ALL LIFT TRUCKS.



# Do You Need Tech Support?

Call Our Quality Team at 1-800-333-1194 option 3

## We Also Offer...



**An Online Technical Forum**



**Live Chat with Quality Technicians**



**Technical Manuals**



**Troubleshooting Guides**



**Installation Instructions**

**and more!** 

# 2014 CLARK Regional Aftermarket Meeting

Turn Your Trash  
into **CASH!!!**

**We Will Buy Your Cores!**



Zapi Dual AC & AC2, Zapi SemZero,  
Crown Steering Module & More

**TOTALIFT**  
ALL PARTS. ALL LIFT TRUCKS.





# Now Remanufacturing Battery Chargers!

**DeltaQ, Yamaha, Zivan, DPI, Signet & More**



# 2014 CLARK Regional Aftermarket Meeting


## Did You Know We Remanufacture Golf Cart Controls?







# 2014 CLARK Regional Aftermarket Meeting

## Now Offering Remanufactured Scrubber-Sweeper Controls







Browse Our Online Catalog at [www.fsip.biz](http://www.fsip.biz)  
To View All the Controls We Offer!



### Curtis Certified Remanufactured Controls





			
Curtis 1207	Curtis 1208	Curtis 1227/1237	Curtis 1215

### Miscellaneous Remanufactured Controls

				
Nilfisk-Advance Adgressor	Nilfisk-Advance Main Control Board for Hydro Retriever 3200	Nilfisk-Advance Control Panel Assembly	Nilfisk-Advance Control Assembly	PG Drives Trio+
				
Nilfisk-Advance Display Panel Assembly	Delta Q Quik Charger	Nilfisk-Advance Control Assembly	Zivan Charger	

FSIP is always looking to expand our product lines. If you need a specific control that we aren't currently offering, please contact us! [chudson@fsip.biz](mailto:chudson@fsip.biz) • 800-333-1194 x269

Our Partners In Remanufacturing:

			
Partner with Performance			

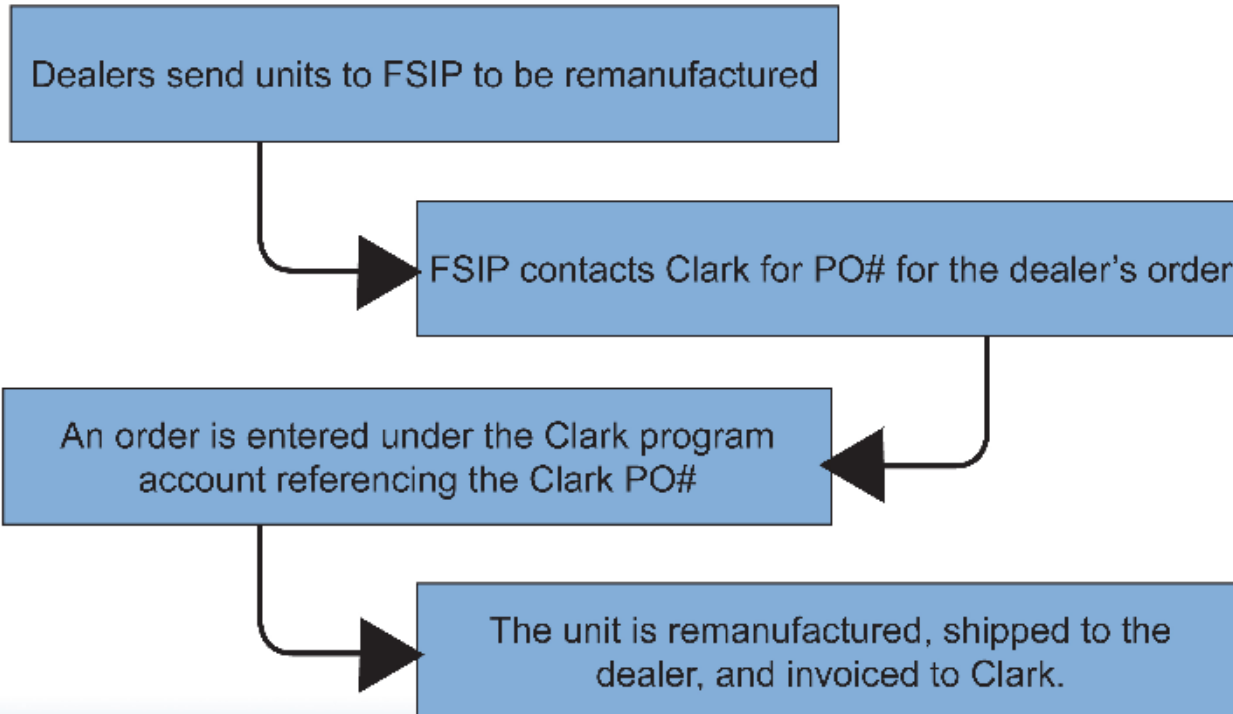
# Zapi-Clark Controls





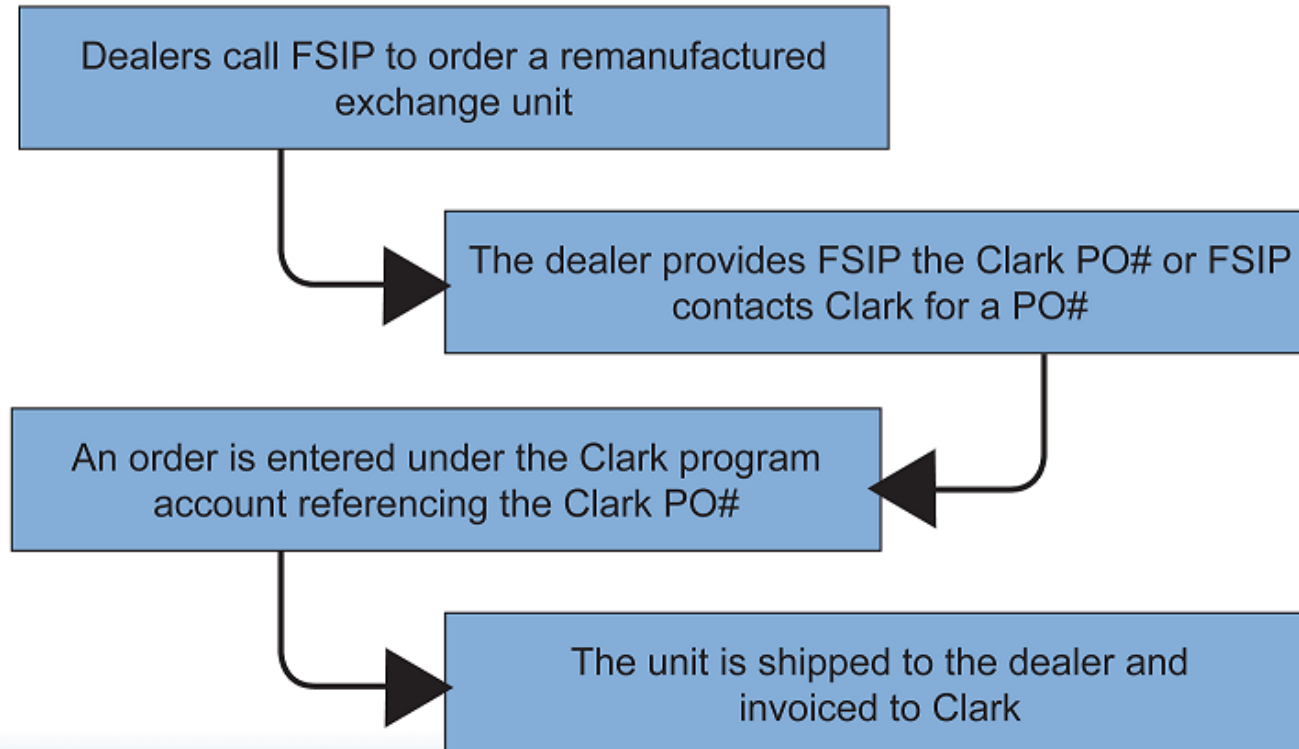
# 2014 CLARK Regional Aftermarket Meeting

## Ordering From FSIP: Option 1



# 2014 CLARK Regional Aftermarket Meeting

## Ordering From FSIP: Option 2



# 2014 CLARK Regional Aftermarket Meeting

## Flight Systems Industrial Products

# QUESTIONS??



**BREAK**  
**3:00 – 3:15**



# PartsPRO+PLUS

## 2014

# 2014 Regional Parts Managers Meetings

## PartsPRO

- The original PartsPRO program is no longer usable; it shut down on November 30<sup>th</sup>. All users should now be using PartsPRO Plus.

# 2014 Regional Parts Managers Meetings

## New Security System & Requirements

- **PartsPRO Plus is to be installed only on PCs belonging to authorized CLARK dealers and used only within the dealerships CLARK APR. CLARK will not allow PartsPRO Plus to be loaded onto a Terminal Server because of the lack of control of access by those outside of the dealer's APR.**
- **In order to install PartsPRO Plus onto a PC, the ProSecCo security client must be installed and activated with an authorization code first.**
- **The ProSecCo form must be filled in totally with the proper information as explained in the installation instruction that were emailed to the Parts Manager prior to CLARK shipping the PartsPRO Plus DVDs.**
  - **Failure to complete the form will result in no authorization code being returned.**



# 2014 Regional Parts Managers Meetings

## New Security System & Requirements

- The much preferred method of obtaining an authorization code is to press the “EMAIL” button after completing the inputs to the form.
  - Pressing this button will open the email client on the PC and address an email addressed to CLARK with the pertinent information.
  - The PC must have an Email Client installed; we will accept an email, from the users account as stated below, with a PDF file (not a scanned file) of the ProSecCo request. Send these emails to: [PartsProRequests@clarkmhc.com](mailto:PartsProRequests@clarkmhc.com).
  - We will not accept a PDF file of the form from anyone else at the dealership.
  - We will not accept a personal email with the request code typed out.
  - If you have an email failure, please contact your dealer IT department.
- CLARK will only accept emails from those with email addresses such as: [FirstNameLastName@DealerName.com](mailto:FirstNameLastName@DealerName.com).





# 2014 Regional Parts Managers Meetings

## New Security System & Requirements

- All requests submitted not complying with the above requirements will not be given authorization codes.
- In the event an employee leaves the employment of the dealership, CLARK must be notified and their access to PartsPRO Plus will be terminated.
- Failure to comply with published CLARK rules and procedures may result in termination of the program for the dealership.
- *The purpose for this procedure is to enhance the security of our parts and service documentation and to gather user information as we will be periodically sending lists of all users to the dealer principals to verify the users are employed and should have continued access.*

**Refer to DIS25-04-10 for CLARK's policy**



# 2014 Regional Parts Managers Meetings

## PartsPRO Plus Update 392

- The PartsPRO Plus Update 392 was delivered on the 7<sup>th</sup> of January 2014. It included a new program and all users were asked to run a program update.
- This program update included 18 different items. The most notable are:
  - **The Assembly/CER/Upright/Option box has been removed. The Part Information has been moved to the top of the list and should be used to open an Assembly, CER, Upright or Option. The user will also be able to see that there may be an Attached Document linked to the part number. This may be a link to a Field Kit Breakdown, the Service Manual, or the IN (wiring or hydraulic diagram).**
  - **A NOTE field has been added to the Bookmark tool where the user can input a customer's name/truck number or any note that will help them in locating the correct truck serial number for a particular truck that they have saved.**
  - **The cursor will now default to the Sequence Box when selecting the Reset button. Some dealers had asked for this to eliminate one mouse click when entering a new serial number.**

# 2014 Regional Parts Managers Meetings

## PartsPRO Plus Update 392

- **The color of the FC/FF button has been changed for the completed trucks and is much easier to read now.**
- **The Part Information box now closes after adding an item to the Shopping Cart. Again, removing another mouse click.**
- **When more than one part number is displayed in the Part Information Box (i.e. related parts or multiple items as the case with many fasteners) any or all of the items can be selected for moving to the Shopping Cart by holding down the ALT key and selecting multiple items.**
- **When a Key Number or Noun Name is input into the Search Box and the enter button is selected, when the user closes the results window the Search Box will be emptied of the contents. Another request from the dealers.**

# 2014 Regional Parts Managers Meetings

## PartsPRO Plus Update 392

- **The HELP button has been moved down with the other PartsPRO Plus buttons and away from the minimize button that was causing an issue with some users.**
- **If you have a TotalLift session already opened within Internet Explorer and you select the TotalLift button in the top tool bars, the original session will be opened, not another new session.**

We are very open to suggestions about the program.  
Please contact Glen Wood with any comments.





# 2014 Regional Parts Managers Meetings

## PartsPRO Plus

- **Some of the Key Features – Are you using them?**
  - **Entering Lot Number only and having the ability to page forward and backward through the PICs.**
    - We will be changing soon.
  - **Parts Lists**
    - Added Van Stocking list
    - Fluid and Filter lists
    - Recommended Dealer Stocking List
  - **Shopping Cart**
    - Ability to export the file and import it into TotalLift



# 2014 Regional Parts Managers Meetings

## PartsPRO Plus

- **FC/FF (Field Campaign/Field Fix) button**
  - Notification of needed recall on a particular truck
    - Red if FC/FF is incomplete
    - Green if FC/FF has been completed and warranty claim submitted
- **Standard Times Guide now entered into PartsPRO Plus for most of the current production trucks.**
- **Burden Carriers, WPX45 and WP30 are all loaded into PartsPRO Plus including the STG for each model.**

# 2014 Regional Parts Managers Meetings

## PartsPRO Plus

- **Key Number in Illustration.**
- **Noun/Key Number Search.**
- **Notes – for Truck Serial Number, Lot Number or Part Number.**
- **Red Exclamation mark on PIC and Assembly BOMs indicating cross to another part number or to a TI Bulletin.**
- **Help Files**

# 2014 Regional Parts Managers Meetings

## PartsPRO Plus

- **PRINTING – Our number 1 in call frequency.**
  - When the PIC is opened, selecting the Print button will print the PIC.
  - When opening a Bill of Material (BOM) by double clicking on an assembly from the PIC or selecting the Assembly button from the Part Information box, when you select the Print button you will print the BOM – Not the Illustration.
  - If you want to print the illustration, with or without part numbers, double click on the illustration and then select the Print button.



# 2014 Regional Parts Managers Meetings

## PartsPRO Plus – More to Come

- PDF Index Page will be replaced with an HTML layout
  - **Much easier to find objects**
  - **Fewer Mouse clicks**
  - **Much greater security – will not be accessible w/o PartsPRO Plus**
- Field Kit Tab on PIC page
  - **Easier to find Field Kits**
  - **Directly linked to assembly and/or PDF page for Bill of Material**
- Page forward and backward through PICs even if originally entering a specific sequence number.
- MSDS documents attached to a part number in Part Information

# 2014 Regional Parts Managers Meetings

## Operator's Manuals

- **All Operator's Manuals are now available on the CLARK Web site:**
  - [www.Clarkmhc.com](http://www.Clarkmhc.com)
  - **Available for you or your customers to view or print the manuals**
    - **Select the TRUCKS tab**
    - **Located at the top of the new window is the link to Operator's Manuals**
- **Customer Version of PartsPRO Plus is now available – same costs, content, etc. as the original Customer Version.**
- **Service Manuals and SPN Manuals available on CD-ROM**
  - **Service Manuals \$55.00 each**
  - **SPN Parts Manuals \$85.00 each**
  - **Combination Parts and Service Manual CD-ROM \$135.00**



# 2014 CLARK Regional Aftermarket Meeting

End of Day One

**DINNER**

**6:00 – 8:00**

**Served in the same room as lunch**



# 2014 CLARK Regional Aftermarket Meeting

## GOOD MORNING WELCOME TO DAY TWO

- **Agenda – Day TWO**

**8:00 – 8:45am - Why CLARK? – Steve Welch**

**8:45 – 9:30am - TOTALIFT Programs Overview – Debi Mitchell & Ric Nelson**

**9:30 – 9:45am - BREAK**

**9:45 – 11:00am - Roundtable Discussion – Topics By Group**

**11:00 – 12:00pm - Closing/Drawings & Final Remarks – Bo Maslanyk & Ric Nelson**





## WHY CLARK???

**Steve Welch**  
**Regional Aftermarket  
Sales**

## Why CLARK??

- **Customers expect Genuine OEM CLARK parts when repairing CLARK Forklifts**

**There are MANY reasons to use Genuine CLARK Parts!**

1. CLARK parts marketing plan commitment
2. Parts Dealer of Excellence Goal and associated rebates
3. **NEW** CLARK rebate program
4. Parts Award Trip
5. Liability Insurance
6. You are an authorized **CLARK** Dealership!

# 2014 CLARK Regional Aftermarket Meeting

## NEW CLARK Dealer Parts Rebate

### CLARK 2014 Dealer Parts Rebate Program

- Dealers who meet a minimum of 110% of their approved CLARK Dealer Parts Marketing Plan for the calendar year 2014 to qualify for this rebate program
- Dealers must be current and in good standing with CLARK to be eligible for this program
- Rebates will be calculated using the actual dealer net parts purchases from CLARK for 2014
- Rebates will be paid as a check directly to the eligible dealer principal/dealer in January of 2015
- Rebates will be paid based on 1.5% of total net parts purchases in 2014



# 2014 CLARK Regional Aftermarket Meeting

## NEW CLARK Dealer Parts Rebate

Example:

2014 Dealer Parts Plan - \$500,000

2014 Dealer Actual Annual Purchases - \$550,000 (110% of plan)

Rebate 1.5% -  $\$550,000 \times .015 = \mathbf{\$8,250}$

- Dealers of Excellence and Dealers of Distinction will not be eligible for rebates under both this Rebate Program and the Dealer Recognition Parts Rebate Program. The higher dollar value rebate will be awarded to these dealers. DOD dealers achieving 110% of their Parts Marketing Plan will receive 1.5% of their net part purchases in 2014 as this is the higher dollar value. DOE dealers achieving 110% of their Parts Marketing Plan will receive 1.5% of their net part purchases in 2014 plus a quarterly payment of 0.5% on 2015 category 3 parts stock orders





# 2014 CLARK Regional Aftermarket Meeting

## PARTS ANNUAL RETURN POLICY BEGAN JANUARY 1, 2014

### Benefits

Allows an eligible dealer to return parts for credit up to 8% of the net value of stock/Type 3 parts purchased from CLARK during the prior calendar year (commencing 2014, based on value of parts purchased during 2013). Eligible CLARK dealers will receive credit based on the following table:

**Achieve 100% and above of CLARK approved parts marketing plan = 8% Credit**  
**Achieve 90% - 99% of CLARK approved parts marketing plan = 7% Credit**  
**Achieve 80% - 89% of CLARK approved parts marketing plan = 6% Credit**  
**Achieve 79% or below of CLARK approved parts marketing plan = 5% Credit**



# THANK YOU!!

# 2014 CLARK Regional Aftermarket Meeting

## Merchandising Programs

Debi Mitchell – Merchandising Coordinator

Ric Nelson – Aftermarket Sales Manager


### Things to keep in mind as we review CLARK programs


- How many programs are you utilizing?
- Spend your money wisely – Are you getting the best “Bang for your Buck”?
- Dealers that have reached DOE status are utilizing over 80% of CLARK programs!! YOU CAN TOO!
- Participating in CLARK programs will help you reach your dealerships targets with CLARK





# CLARK Intranet

[http://service.clarkmhc.com/parts/parts\\_main.asp](http://service.clarkmhc.com/parts/parts_main.asp)


**Aftermarket Parts**

**TOTALIFT**  
All parts. All lift trucks.


HomeMain IntranetParts Catalogs & ListingsFlyersInstructional MaterialPromotional ItemsLiterature to PurchaseLogout




[Click Here to Access our Bearing Master](#)



**Filter Kits**  
[Click Button to begin search](#)




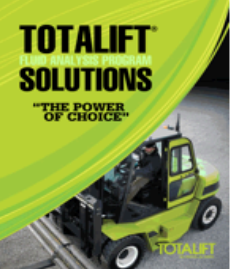

Contact Customer Service 1- 877- 662-5275 Monday-Friday 8:00am-6:00pm Eastern Standard Time

**CLARK**  
**Power of Choice**

Introducing our T-Series family of products. The T-Series line is a value-driven offering that gives our dealers more options to satisfy customer demands. In these competitive times, there is only one clear choice. Offering our dealers the best in quality and customer support for Aftermarket Products.

**CLARK's T-Series Forks**  
[CLICK HERE FOR MORE DETAILS](#)

**CLARK's T-Series Tires**  
[CLICK HERE FOR MORE DETAILS](#)

**Merchandising Catalogs**

**TOTALIFT**  
ALL PARTS. ALL LIFT TRUCKS.

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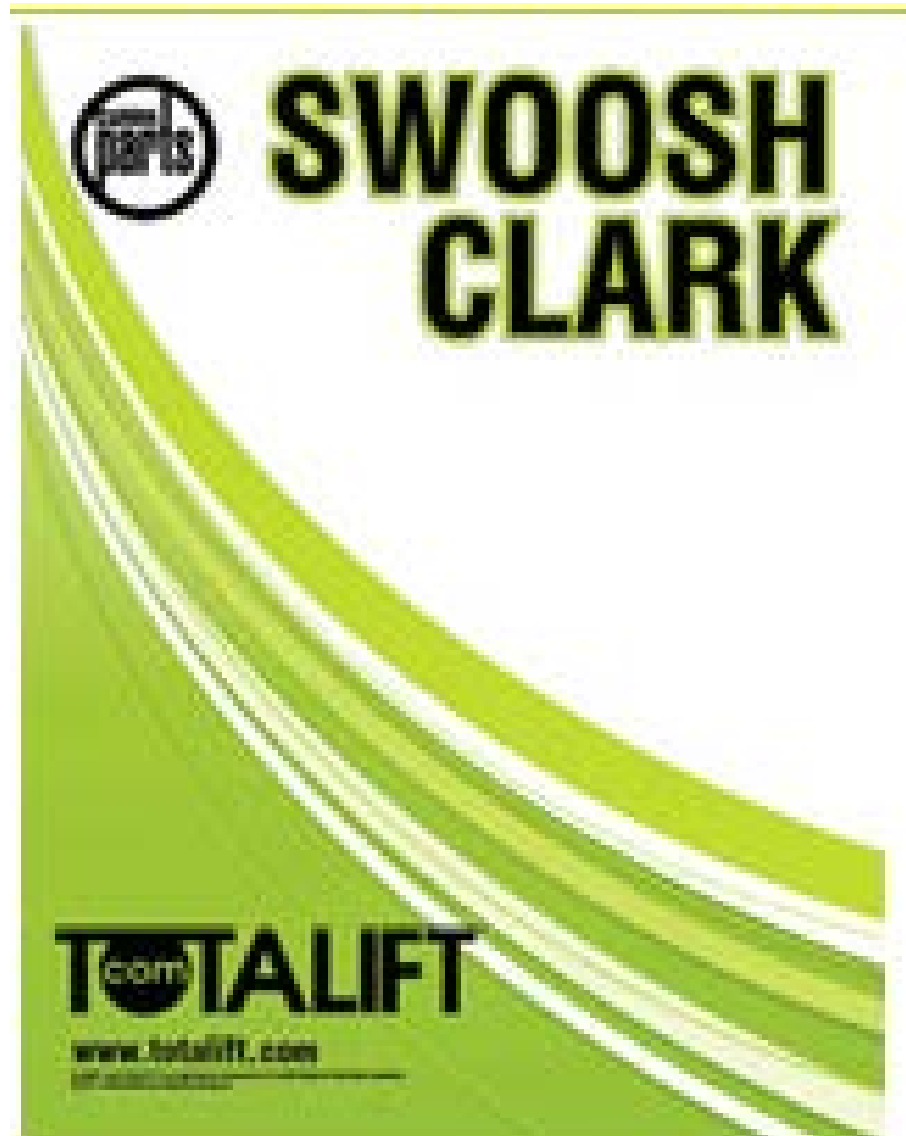




# Customizable Flyers



# Customizable Flyers



**TOTALIFT**  
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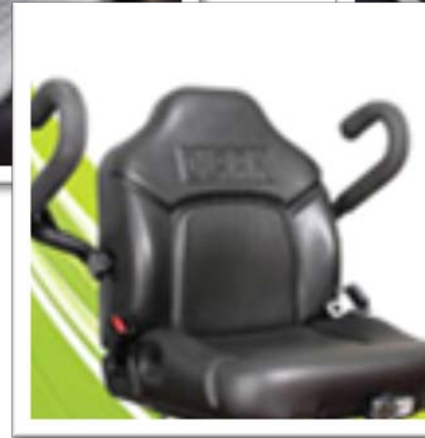


# Customizable Flyers



# Stocking FMP Programs

- Oil and Lubricants
- Filters
- LPG Tanks
- Seats
- Pallet Jack





# Stocking FMP Programs

- Paint
- Chain
- Poly wheels
- Safety Items
- Service Supplies
- Rain Caps





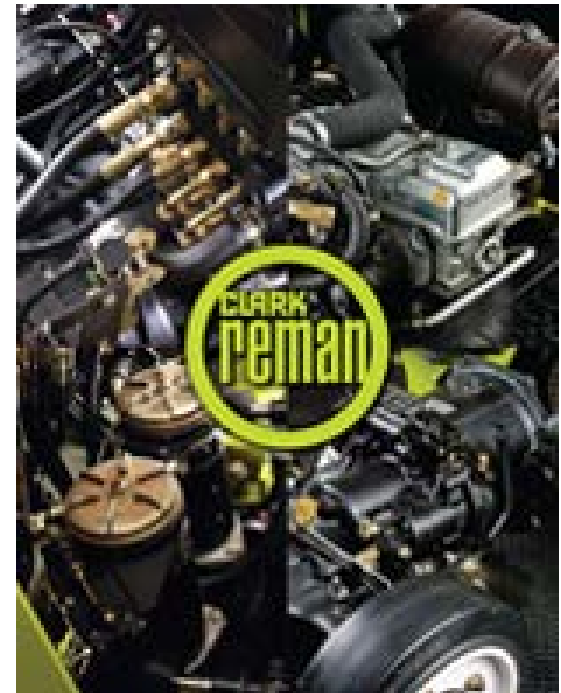
# Drop Ship FMP Programs

- Fork Shields, Enclosures, & Storage Covers
- Automotive Batteries – Golf Cart
- Forks
- Industrial Tires



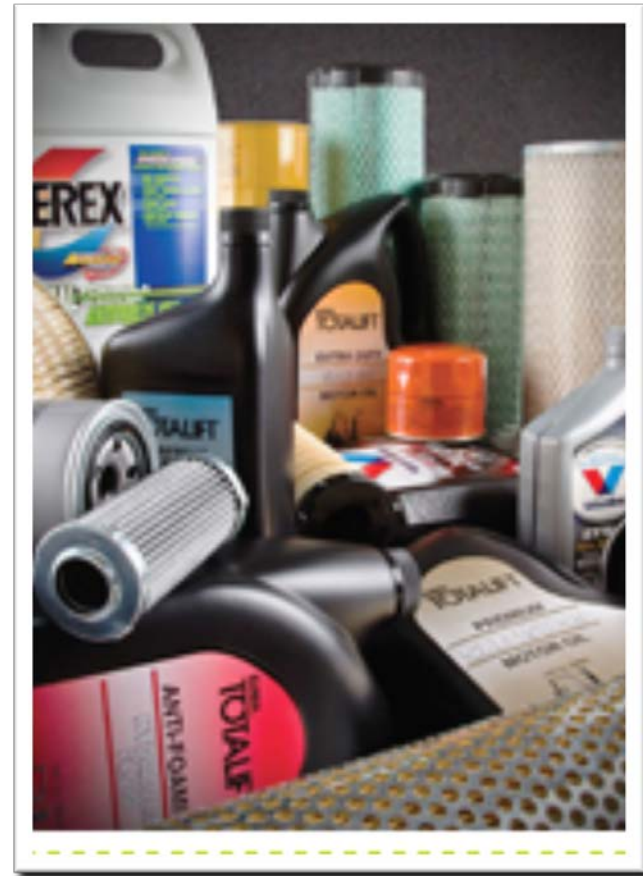
# Drop Ship FMP Programs

- Remanufactured Equipment
  - Engines
  - Transmissions
  - Torque Converters
  - Motors
  - Hydraulics
  - Steer Axles
  - Control Panels



# TOTALIFT Fluids

- CLARK TOTALIFT offers a full line of engine, tractor, hydraulic and transmission oil, brake fluids and other lubricants for all lift truck applications.
- Fluids are sold in quantities from quarts to drums



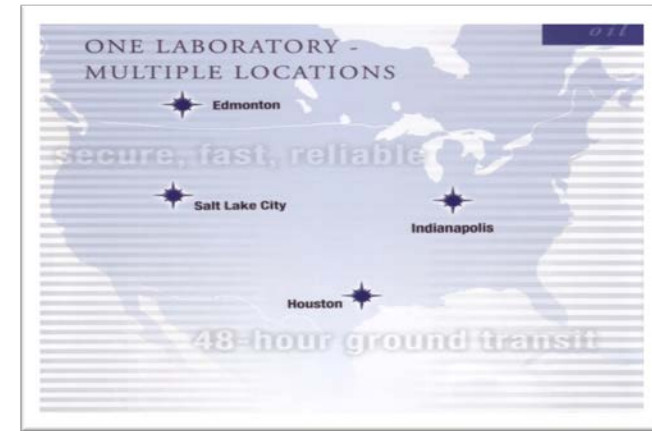
# TOTALIFT Fluids

- Fluids are blended to the highest industry standards. In fact our engine oils exceed current manufacturing requirements
- Competitively priced
- All items stocked in Louisville so they ship freight free with stock orders (excluding 55 gallon drums)



# Oil/Coolant Testing

- TOTALIFT Laboratories, LLC
  - Each dealer is provided a password and username
  - Results in 48 hours
  - One Laboratory- Multiple Locations
- Strengthen warranty programs-make something they already have better.
- Build goodwill- become a solutions provider.



Testing prices do not include shipping the oil samples to the lab.  
Dealers pay postage

TOTALIFT LABORATORIES PHONE # 1-866-946-1193



# Oil/Coolant Testing

## Kit Content and Sampling Supplies

### Fluid Testing – Part Numbers

- FTB - Fluid Test Basic
- FTA- Fluid Test Advance

### Coolant Testing – Part Numbers

- CTB - Coolant Testing Basic
- CTA-Coolant Testing Advanced

### Additional supplies

- TR100- 110' Plastic Tubing
- TR1000 1000' Plastic Tubing
- VPUMPC- Vacuum Pump with blue colored head for coolant
- VPUMPO-Vacuum Pump with red colored head for oil

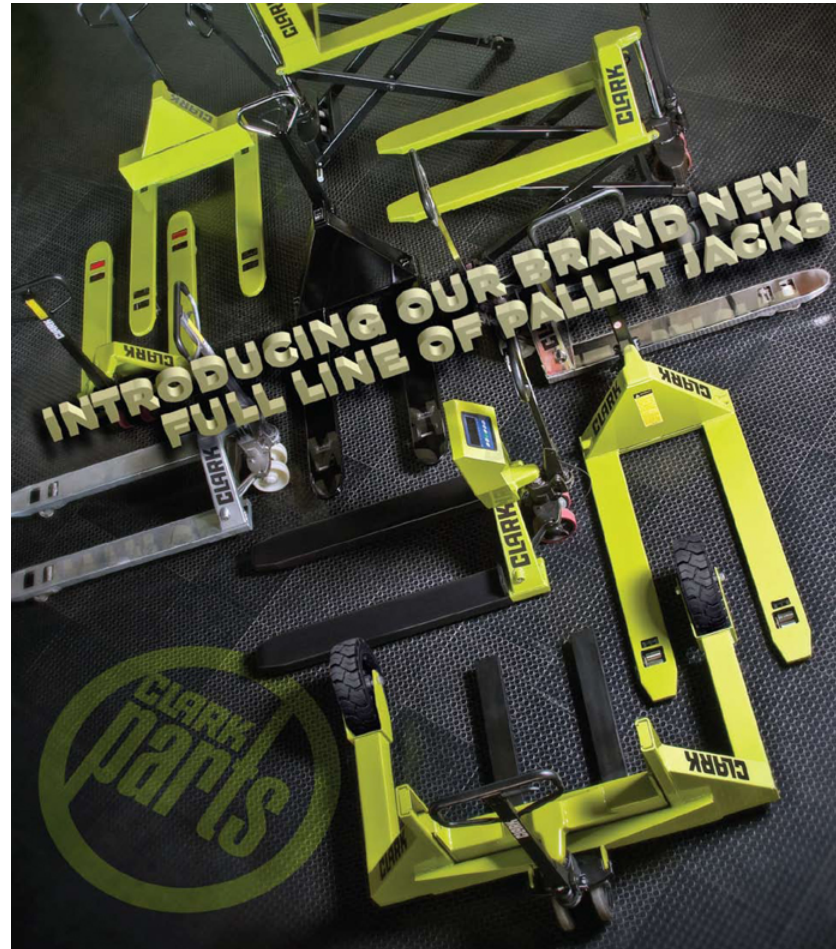


# LPG Tanks

- We offer 20 lb, 33.5 lb. & 43.5 lb. tanks
  - Aluminum and Steel
  - Both with and without filler valve
- All forklift cylinders feature two-piece construction
- Valve configurations are adaptable for your specific requirements.
- Price breaks for skid quantities
- Stocked in Louisville or skids are drop shipped from supplier. We offer free freight on both if placed as a stock order.
- **MADE IN THE USA**



# Pallet Jacks



1-year replacement warranty  
2-year limited pump warranty

**TOTALIFT**  
ALL PARTS. ALL LIFT TRUCKS.



# Pallet Jacks

WE'VE GOT YOU COVERED

**TRUCKING**  
**CHEMICAL**  
**PHARMACEUTICAL**  
**PAPER/PRINTING**  
**RETAIL**  
**LUMBER**  
**GENERAL WAREHOUSING**



MANUFACTURING

BEVERAGE

AGRICULTURAL

GROCERY

FOOD PROCESSING

**TOTALIFT**  
ALL PARTS. ALL LIFT TRUCKS.





# TOTALIFT POWER BATTERY CHARGERS

## TOTALIFT T-TL-TLX Series Chargers





# UL & CSA CERTIFIED

## TOTALIFT T-TL-TLX Series Chargers

- **All TOTALIFT & TOTALIFT T-Series are compliant to national and international standards with the following certification marks**

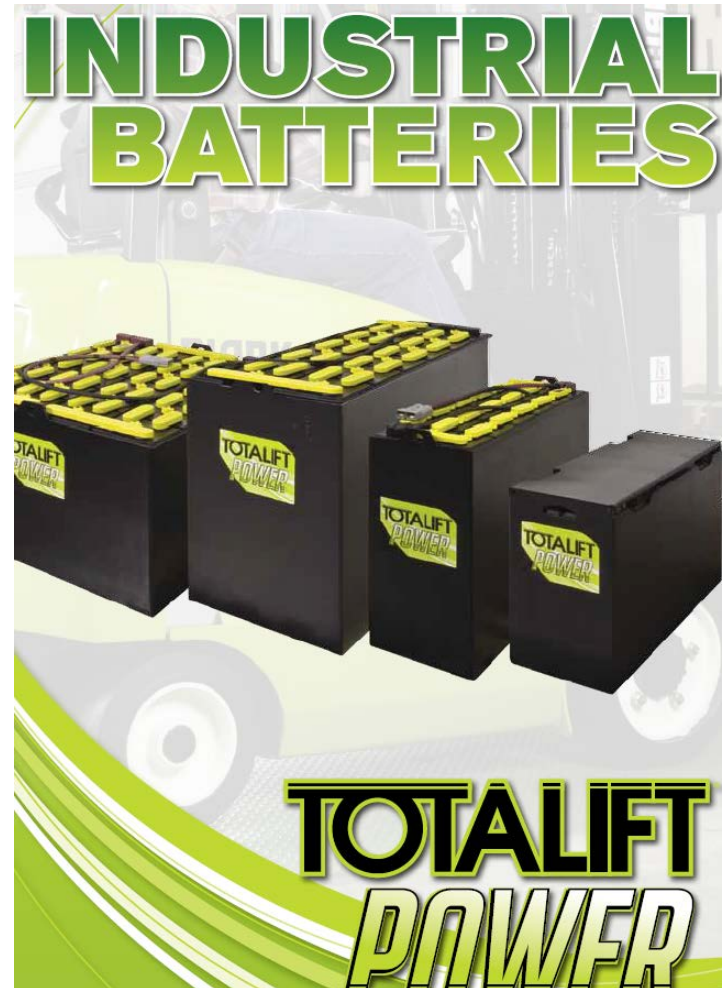


# TOTALIFT POWER

TOTALIFT® POWER offers a full line of lead acid batteries, for all makes and models of industrial lift trucks and other types of battery powered industrial equipment.

We can custom design your battery per your requirements and specifications.

As with all we offer only the best all the time



# Safety

When customizing your lift truck, you should carefully consider which device or combination will work best as part of your specific safety program.



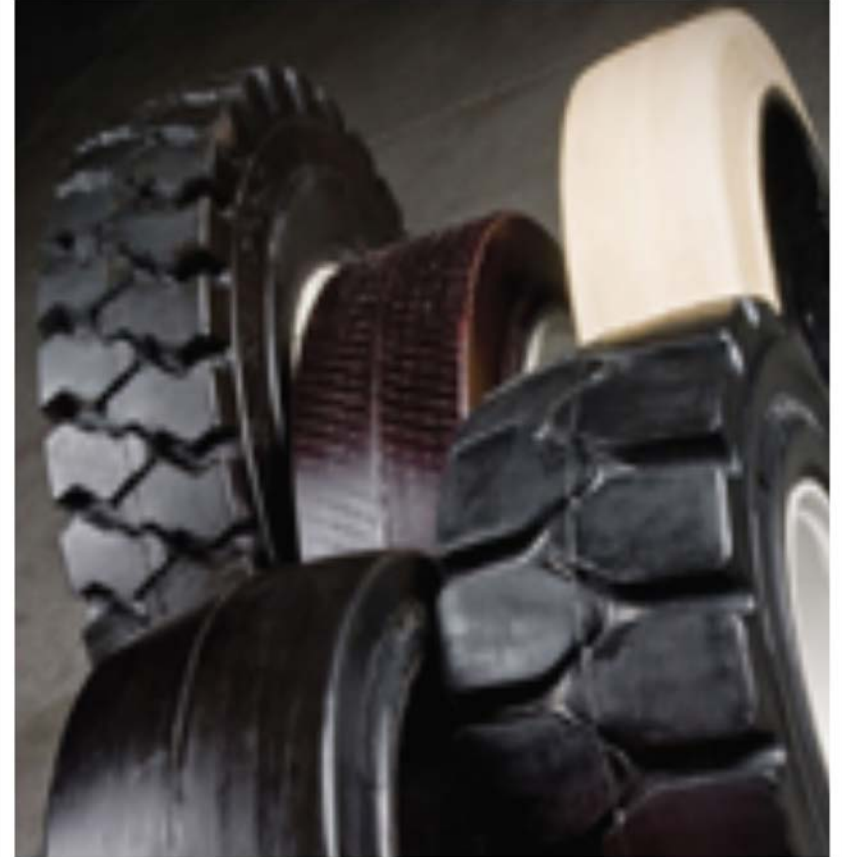
# Paint

- Exact Color Match to OEM Standards
- Excellent Corrosion and Fade Resistance
- Automotive Grade Hardener for Higher Gloss, Faster Dry Times and More Durability
- Available in one gallon and aerosol containers
- Stock order – free freight



# TOTALIFT TIRES

- QUALITY
  - COMPETITIVELY PRICED
  - FULL LINE OF TIRES
  - MARKING
  - NON-MARKING
- 
- FREE FREIGHT ON STOCK ORDER





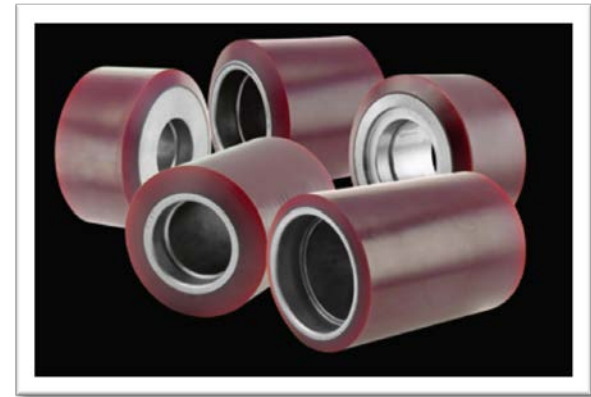
# Poly Loadwheels



## Cushothane EZ™ Press-On Tires

**Smoothest ride and quickest run-out of any flat spot** - for less vibration and reduced noise, minimizing machine and operator fatigue and increasing productivity

**Cushothane XL™ Load Wheels**  
**Heaviest Load & Duty Cycle** - from legendary American polyurethane technology and revolutionary XL3™ bonding technology



Cushothane Load Wheels  
Excels in all general usage conditions - from our high performance proprietary compound

# Rain Caps

- OSHA compliant
- Made of rigid, high impact, non-yellowing polycarbonate plastic
- Reasonably priced protection from rain, snow, dust & sun
- Many sizes available to fit various trucks, in clear & tinted versions



**OSHA 1917.43(e)(1)(ii)**

**Clearly states, “Overhead guards shall not obstruct the operator’s view.”**

# Universal Overhead Shields

- Fits all lifts
- Protection from debris, rain & sun
- Attaches to lift in seconds
- Tinted or Clear available
- Stocked in Louisville



# Full Cab Enclosure

- The Atrium attaches in seconds to any forklift.
- Zippered doors can be shut or unzipped and folded back into place while working
- Universal for all lifts
- Freeze point flexibility
- Marine grade stitching
- Attaches in seconds
- Super clear material



# Automotive – Golf Cart Batteries

- Competitively priced
- No Core Charges
- Core Credits for any cores returned
- Free Delivery
- One year replacement warranty





# TOTALIFT FORK PROGRAM

- TOP 11 DEMAND STOCKED IN LOUISVILLE
- FREE FREIGHT ON STOCKED FORKS
- ONE YEAR WARRANTY
- COMPETITIVELY PRICED
- MADE IN USA



# Power Cable

- Available in red & black
- Competitively priced
- Order on stock order – receive free freight
- Make in-house cables
- Gas & electric truck in-house & road van requirements
- Use for industrial battery maintenance
- Sold in 100 ft. reels or add FT to the end of any part number to order in 10ft increments



# 2014 CLARK Regional Aftermarket Meeting

# TOTALIFT®

ALL PARTS. ALL LIFT TRUCKS.

Part # 1809737

- It's a digital fork level indicator that quickly and effectively shows a forklift operator if his forks are level.
- Makes work faster & more productive
- Reduces load, pallet & rack damage
- Improves safety when moving loads



**Simple, Effective & Affordable**

**NEW**

Contact Debi Mitchell for more information about this product.  
[debimitchell@clarkmhc.com](mailto:debimitchell@clarkmhc.com) or 859-422-6431

**TOTALIFT**  
ALL PARTS. ALL LIFT TRUCKS.



# 2014 CLARK Regional Aftermarket Meeting

## Questions?

# TOTALIFT®

**ALL PARTS. ALL LIFT TRUCKS.**

**1. If I order a right side of the mast unit and later want to move it to the left side, can I do that?**

Yes. The FlatFork is designed to work both right side up and upside down. Just flip the unit over and attach it to the other side of the mast. The red/yellow/green lights will work as expected. Another option is to give us a call and we can send you out a front label that matches what side you want to use.

**2. Our forklifts work outside in the rain a lot. Will this product last?** Yes it will. We use powder coated aluminum, stainless steel fasteners, nickel coated magnets and UV protected and waterproof lexan labels for durability. We also seal our units with silicone.

**3. How easy is it to change the batteries?** Really easy. Just unscrew the top cover to access the battery compartment.

**4. What is your product guarantee?** Within 1 year after purchase, you can return the unit to us for a replacement or refund, for any reason.

**5. I have a cold temperature warehouse, will the batteries last?** The lithium batteries that are used in the “extreme temperatures” model should last one year, despite the cold conditions.

**6. Is there any ongoing maintenance required?** No. Only changing the batteries as needed

**Use in all normal conditions. Works on either side of a mast. Order unit with labels for unit to go on either the right side or left side of a mast.**

## Part # 1809737

**TOTALIFT**  
ALL PARTS. ALL LIFT TRUCKS.



# LED BLUE SAFETY LIGHT

**In Stock  
NOW!**  
Part # 1809666  
3" X 5" Oval



- **Universal Application**
- **Available in 12-48V DC Configuration**
- **Spot Beam Pattern**

\*Shown with optional mounting bracket part number 8001647  
\*\*Wire Harness pig tail for easy installation part number 7009952

Provides Visual Warning For Pedestrians

**TOTALIFT®**  
ALL PARTS. ALL LIFT TRUCKS.

**Price \$000.00**

John Doe

Parts Sales Manager

123-456-7890

**TOTALIFT**  
ALL PARTS. ALL LIFT TRUCKS.





# LED *VALUE* BLUE SAFETY LIGHT

**In Stock  
NOW!**

Part # 1809719  
3" X 5" Oval  
Includes Pig Tail



- **Universal Application**
- **Available in**
- **Spot Beam Pattern**

**5 YEAR  
WARRANTY!**

\*Wire Harness pig tail for easy installation included

Provides Visual Warning For Pedestrians

**TOTALIFT**  
ALL PARTS. ALL LIFT TRUCKS.

**Price \$000.00**

John Doe  
Parts Sales Manager  
123-456-7890

**TOTALIFT**  
ALL PARTS. ALL LIFT TRUCKS.



# 2014 CLARK Regional Aftermarket Meeting

## Let's Talk TOTALIFT.com

- CLARK's primary source for everything aftermarket
- Huge amount of time and resources to maintain
- Information/feedback from dealers is critical to adding information
- Are you utilizing all of the TOTALIFT tools?
- TOTALIFT.com review **LIVE!!**



## 2014 CLARK Regional Aftermarket Meeting

# THANK YOU!



**BREAK**  
**9:30 – 9:45**

# 2014 CLARK Regional Aftermarket Meeting

## ROUNDTABLE DISCUSSIONS

- Topics have been submitted by each member of the meeting and the CLARK Aftermarket Team will evaluate and select the most popular topics suggested
- This is an open forum and we invite everyone to participate
- Please be courteous and respect your fellow CLARK professionals



# MONTIGO BAY



**You could be heading for some Fun in The Sun!!!**



# MONTEGO BAY *Jamaica*



## CONGRATULATIONS TO OUR 2013 PARTS AWARD TRIP WINNING DEALERS!!!

MidCo Material Handling – Valley Industrial Trucks – Apex Material Handling  
CERVUS Equipment – Material Handling Inc. – CEPAMOSA – Louisiana Lift & Equipment – Holly  
Material Handling – Cisco Equipment – Gray Lift Inc. – CSI Material Handling – K-Lift Service –  
Raymond of NJ – Welch Equipment  
Allied Equipment – All Lift Service – Lift Truck Sales & Service – Starlift Equipment – Lift Parts  
Service – Cromer Material Handling – All-Lift of GA Capital Equipment



## 2014 Parts Award Trip It'll be scheduled for Spring 2015

Based on sales from 01/01/14 – 12/31/14

**And here's a HINT**



**Do you have a plan for making your DOE parts target??**

# 2014 CLARK Regional Aftermarket Meeting

## DRAWING & CLOSING REMARKS

**Bo Maslanyk – VP Sales & Marketing**  
**Debi Mitchell – Merchandising Coordinator**  
**Steve Welch – Regional Aftermarket Sales**  
**Ric Nelson – Aftermarket Sales Manager**

